

TODAY'S BUSINESS

MAY 13-15, 2008 WWW.TODAYSZAMAN.COM



27

Appiah set to return to action next season, but where?

04

Turkey's exports to Africa increase by 200 percent

18

Turkish aid organizations lend a helping hand to African brothers

'Africa Strategy' hits the bull's-eye

İBRAHİM TÜRKMEN, İSTANBUL

The ruling Justice and Development Party (AK Party) has embraced the increase and development of foreign trade as one of its primary goals. With the embrace of a more all-encompassing stance on a trade strategy, the AK Party has, since its very first few months in power since 2002, focused on expanding a strategy of trade with geographically close and neighboring countries, in implementation since 2000. In 2003 the developing economic relations with African nations strategy, known for short as the "Africa Strategy," was put into implementation as an extension of the AK Party's foreign trade goals, with the specific aim of developing trade with nations on the African continent.

Within this framework, business opportunities in Africa have been subject to closer examination in Turkey, and incentive policies aimed at getting Turkish companies to do business with African nations have been put in place. **CONTINUED ON PAGE 09**

Trade with Africa revives old trade routes

MICHAEL KUSER, İSTANBUL

When thinking about Turkey-Africa trade, a book published in April came to mind: "A Splendid Exchange: How Trade Shaped the World," by William J. Bernstein. The author says that global trade has doubled in the past decade, then goes back in history to show the waves of trade and empire that built up and ebbed over centuries. Bernstein mentions a Bronze Age shipwreck in Bodrum dating from 1350 B.C. that held 10 tons of copper, one ton of tin (10:1 being the ideal mix for bronze), and a load of ivory. While the tin most likely came from Britain, the ivory must have come from the south, which proves that at the time of the Trojan War, people in Anatolia were trading with Africa. **CONTINUED ON PAGE 26**

TRADING WITH AFRICA FOR LASTING BROTHERHOOD



PHOTO: TODAY'S ZAMAN

NEWS ANALYSIS

By İbrahim Öztürk

TODAY'S BUSINESS

Turkey is proud to be playing host to over 1,000 African businesspeople. The Turkish Confederation of Businessmen and Industrialists (TUSKON) is this year organizing this great event for Africa for the third time.

Since 2006 TUSKON has succeeded in many such endeavors -- for Africans, Asians and for businesspeople from the Pacific Rim countries; the endeavors resulted in a concrete trade volume of almost \$5 billion. As a matter of fact, as a visionary institution, TUSKON has created strong motivation and expectations not only in Turkey, but also many countries in Africa and Asia, to

overcome even more challenging projects for the future wealth and peace of the world.

Most of our guests have come quite a distance. However in this age of global integration, friendship is not necessarily determined by geographical closeness, but by emotional and mental proximity. We, the

children of the Ottomans, are proud to be in a position to say that there is a fertile historical ground among modern Turkey and the African countries to benefit from.

History shows that mutual and beneficial trade helps cultivate long-lasting friendship. This is because trade allows partners to get to know each other and each other's countries and culture better. Trade is a test of "reliability" and "trust" as two crucial concepts for lasting friendship. For this reason, one Turkish proverb says, "If you want to know a man closely, you must conduct trade with him." **CONTINUED ON PAGE 19**



Kürşad Tüzmen

Turkey's strategy for enhancing economic and commercial relations with Africa

KÜRSAD TÜZMEN

TURKISH FOREIGN TRADE MINISTER

Increased trade is one of the few certain wins of international economics. We have seen countries around the world benefit by undertaking political and economic reforms founded in market principles and by increasing their commercial engagement with other countries.

More than a quarter-century has passed since Turkey's switch from protectionist, inward-oriented import substitution policies to the export-led, outward-oriented economic growth model. Turkey has seen the success of encouraging growth and development, in increased private sector investment and trade.

Our government is a firm believer in "fair trade through free trade." Within the last six years, we implemented geographical market access strategies. To lessen our market dependency and concentration on certain regions and countries, we have spent extra political capital to devise new strategies toward alternative markets. For this purpose, the "Neighboring and Surrounding Countries Strategy," "African Strategy," "Asian-Pacific Countries Strategy" -- with emphasis on commerce with India and China -- and "US Strategy" were initiated. **CONTINUED ON PAGE 09**



ALL AROUND THE WORLD



UGUR
SOĞUTMA MAKİNELERİ TEKSTİL,
SERİGRAFİ BASKI MADEN
VE MERMER SAN. TİC. A.Ş.



UGUR *WORLDIAL*
UGUR MOTORLU ARAÇLAR MAK.
TURİZM TAŞIMACILIK
SAN. VE TİC. LTD. ŞTİ.



UGUR
SOĞUTMA MAKİNELERİ TEKSTİL,
SERİGRAFİ BASKI MADEN
VE MERMER SAN. TİC. A.Ş.



kuteks
KUTERKS KİTİSALLAR TEKSTİL
SAN. VE TİC. A.Ş.



UGUR
SELÜSE KİMYA
MİKRO VE GIDA SAN. VE TİC. A.Ş.



UGUR
İNBAAT
UGUR HAYATLIK NAKLİYE İNŞAAT
TURİZM SAN. VE TİC. LTD. ŞTİ.



Atlas
HOME COLLECTION
SOĞUTMA MAKİNELERİ TEKSTİL,
SERİGRAFİ BASKI MADEN
VE MERMER SAN. TİC. A.Ş.

TUSKON is bringing together thousands of businessmen from around the world by organizing trade summits. Its members have already finalized billions of dollars of business deals and they are still finding more opportunities.



PHOTO MUSTAFA KIRAZLI

PROFILE OF A YOUNG CONFEDERATION

The Turkish Confederation of Businessmen and Industrialists (TUSKON) defines its main viewpoint as making the Turkish economy and Turkish businesspeople an effective part of the global economy by evaluating local conditions and sensitivities in search of the best opportunities for its members

The Turkish Confederation of Businessmen and Industrialists (TUSKON) is an NGO comprising regional federations from the Turkish business world. Founded in Istanbul in 2005, TUSKON today represents 9,500 businesspeople who participate in activities in 124 business organizations.

In its introductory statement, TUSKON identifies its aim as helping its members understand the ways to become actors in global business by developing scientific and rational methods. For this purpose, the confederation aims at becoming a pioneer institution in sharing its members' experience in international markets so that a common knowledge is created, to everyone's advantage.

TUSKON's story started in the early 1990s with businessmen with an awareness of social responsibility who were sensitive to their country's problems. They formed associations in several cities to assist small and medium-sized (SMEs) enterprises, which form the mainstay of Turkish economy, and also large and growing companies in developing themselves and expanding to foreign markets in a dynamic economy. These associations, which have the mission of constituting an expansion of economic policies and bringing the Turkish business environment up to par with modern international standards, shared their knowledge and experience with many entrepreneurs and enterprises both in Istanbul and in Anatolia. The civil society understanding that has developed parallel to the influence of Turkey's European Union membership process required that these associations come together to form a larger entity able to represent them more strongly. Thus businesspeople from across the nation first formed federations for their individual regions. In the end, TUSKON was born as an umbrella organization for all those federations.

Beside being an organization representing businesspeople who want to develop and enlarge their businesses and expand to foreign markets, TUSKON also aims to deal with Turkey's problems efficiently. As a means to commit this mission, the confederation occasionally prepares proposals to solve major Turkish economic problems, ranging from unemployment to the current account deficit. Drastic developments in the political sphere are also of interest to TUSKON.

Other major activities TUSKON is involved in include establishing targets oriented to self-improvement of enterprises by evaluating potentials in the business world and contributing to constituting economic policies as being the voice of the business world.

Keeping the global communication network open and providing for its members' integration with the world as well as following developments in the global economy are two other major projects TUSKON makes to its members. It also works as a consulting company for its members: It teaches institutionalization methods to family companies and shares the knowledge, experience and relationships that its members may need while doing business. In addition, it analyzes potential countries and sectors that may contribute to the development of the Turkish economy by examining developing markets in addition to the main markets. It aims to meet members' needs for service and knowledge in a fast, direct manner.

The confederation defines its main viewpoint as making the Turkish economy and Turkish businesspeople an effective part of the global economy by evaluating local conditions and sensitivities in search of the best opportunities for its members. Furthermore, TUSKON has undertaken the task of sharing its notes, opinions and suggestions with the public. TUSKON has made it a principle for itself to carry out its work with an understanding of transparency designed for hardworking, honest, reliable businesspeople aware of social responsibility, and their institutions. **Istanbul Today's Business**



Today is pleasure.

LORENZO DINNIG ROOM

BELLONA®



PHOTO GULIZAR BAKI

All about lighting



IRENA[®]
ELECTRICAL EQUIPMENT
FOREIGN TRADE CO.



- 25 yılı aşkın deneyimle.
- ISO 9001:2000 standartlarında üretim tesisleriyle.
- Aydınlatmada ileri teknolojileri yeni moda tasarımlarla buluşturan AR-GE birimleriyle.
- Laboratuvarlarla etkin teknik servis desteği.



- With 25 years of experience.
- Production in ISO 9001:2000 standard facilities.
- Assembling advanced technology and modern designs in lighting with research and development department.
- Effective technical service with laboratories.



- Avec une expérience de 25 ans.
- Avec ses installations de production aux normes ISO 9001:2000.
- Avec ses unités R&D (recherche et développement) qui rejoignent la technologie avancée à la nouvelle mode dans l'éclairage.
- Support efficace en service technique grâce à ses laboratoires.



- خبرة ٢٥ عام
- أنتاج في مصانع تابعة لمقاييس ISO 9001:2000
- تجمع بين التقنية الحديثة والتصميم الهندسي من خلال مراكز بحثها العلمي.
- تقدم الخدمة التقنية بمخبرها الحديثة.

TURKEY'S EXPORTS TO AFRICA INCREASE BY 200 PERCENT

RIZANUR MERAL*

Owing to our sense of adventure, Africa has always been an exciting continent with its extraordinary natural surroundings. But it was unreachable, and the stories about it were sad though always promising. Despite enjoying relations with Africa since the days of the Ottoman Empire, it was no more than a pleasant melody resonating from a far-away place.

Turkey has also been through a long inward-looking commercial period and has recovered from economically and politically painful processes. Liberalization, starting in the 1980s, and the strong economic boom we have been experiencing for the last 10 years have led our country to be included among the 20 largest economies of the world. Turkey today is able to offer qualified and diversified products and related services of international standard in all sectors that come to mind, from apparel, automobiles, and iron and steel and mining to equipment manufacturing and construction.

As a matter of fact, our country has become an important production base for many major industries. For instance, the automotive sector: Seven international brands currently produce in Turkey, and other big names are expected to come as well. Our country has become an attractive center of investment for global companies not only for its advantages in the spare parts industry but also for the skilled labor force it can offer. Turkey's bid for membership in the European Union and its ongoing process and efforts also bring along with it developments in our economic breakthrough.

Intensifying production and improving its quality and variety, Turkey has become aware of the fact that there is a world out there apart from the US and Europe and that it is necessary to build commercial, cultural and social relations with this world. The Strategy of Creating Economic Relations with Africa of the Turkish Undersecretariat for Foreign Trade acts as a pathfinder in this context. While the government builds up political and bu-

reaucratic foundations with African countries, we, the businessmen, are the field players of this strategy, which completes this structure.

TUSKON and the African bridge

As the Turkish Confederation of Businessmen and Industrialists (TUSKON) we not only have paved the way for and bring entrepreneurs who have a high level of social responsibility aimed at assuring the improvement of business opportunities but also have tried to find a way to bring African and Turkish businessmen together. Thus, the Turkey-Africa foreign trade bridge, of which the first was held in 2006, came into being. From our point of view this event has become a great experience. For the first time, hundreds of businessmen from various African countries and more than a thousand Turkish businessmen met in Istanbul, a new and different situation for both sides. We were quite excited since this was the first large-scale TUSKON undertaking. However, besides building economic relations and concluding agreements within those two days, close friendships were also made, leaving both us and our African counterparts feeling quite pleased. In the first summit, more than 20,000 business discussions were held, and many more collaborations have developed with the help of acquaintances stemming from the summit and reciprocal visits after that.

Last year we held the second of the summits, and now we are hosting the third. From that first day on, some astonishing developments have occurred. Some trade relations have been launched with countries with which we had no previous commercial relations. Traveling to African countries with courage, our businessmen have developed relations and made their mark with important economic advances. Furthermore, businessmen who established operations in Africa have invested in various African countries.

Exports to sub-Saharan Africa explode

In the past two years important progress has occurred in trade between Turkey and Africa.



Rizanur Meral

Turkish exports to North African countries increased by 78.4 percent, and imports from there grew by 78.7 percent over the preceding year. Exports to sub-Saharan countries increased by

206.3 percent, while imports increased by 13.8 percent in the same period, meaning that a total explosion of exports has taken place with sub-Saharan countries. Thus for Turkey, which sends more than 50 percent of its exports to Europe, Africa has begun to rise on the list of alternative markets.

We have encountered interesting figures and developments in our trade with Africa. As an example, in the last year our exports to Somalia increased by 570 percent, to Zambia by 3,380 percent and to Chad by 4,500 percent.

I think we, as TUSKON, have made a great contribution to these figures. We have started seeing the results of the foreign trade bridges between Turkey and Africa. These figures show us that we are on the right path, and they highlight new commercial opportunities both to our country and to African countries. The bridges we have built, on the one hand, contribute to reducing the current account deficit, which has been one of Turkey's greatest problems, while on the other they have helped Africa to build new alternatives aimed at improving their economies depending on trustworthy collaborations.

Decline in bureaucratic red tape strengthens relationships

There are, of course, many more steps waiting ahead to be taken between Turkey and Africa despite the important job done in the last few years. Surely, there exist some problems, too. Logical issues are the greatest of these problems. There are no direct flights from Turkey to many African countries, a serious problem that has to be solved. Traveling to Turkey via Europe makes it hard to establish a commercial infrastructure. Leaving the flight issue aside, there are no Turkish embassies in many African countries that could help ease visa problems. Turkey is preparing to establish embassies in 10 African countries in a short period of time. These representatives will enable the improvement of bilateral relations and also help African businessmen come to Turkey, make their passport arrangements and provide information about Turkey. In the same way,

Turkish businessmen will also be able to conduct their jobs confidently, knowing that there is an official Turkish representative in that country.

Depending on the embassies to be opened, the flights to be arranged and relations to be developed, we believe that our trade volume with Africa today -- about \$15 billion -- will reach the \$20 billion we set as a target in a short period of time.

Enlarging our bridge for shining star Africa

In our opinion Africa is the world's shining star. The end of domestic conflict and a stable political atmosphere in many countries, extensive underground sources and untouched soil well suited for agriculture all make Africa the center of attention, and all the world is also aware of this. For instance the Chinese president visited and made contacts in 17 African countries last year. US President George Bush and German Chancellor Angela Merkel have also carried out some visits. However, the Turks are also active in Africa. Construction projects undertaken by Turkish businessmen have exceeded \$16 billion, and over the next three years are expected to increase by some \$10 billion more.

We have expanded our Turkey-Africa foreign trade bridge as well. We have doubled our meeting and stand area for this year's summit. We have increased our 5,000-square-meter area to 10,000 square meters by relocating the event to the World Trade Center and have grown the number of exhibitors to 200 from 98 and the number of participating Turkish and African businessmen to 3,500 from 2,300. We expect businessmen from 45 countries, and we will be hosting 30 members of the foreign press, 20 African ministers and 70 officials. Moreover, we are aiming at contributing to the development of a \$3 billion trade volume.

I think a snowball effect has been created between Africa and Turkey. As the snowball rolls and as the action goes on, I believe relations will get better and closer and that strong roots will be established.

* TUSKON chairman of the board

U.S. POLO ASSN.
SINCE 1890

0212 444 60 44
0216

• **TURKEY / ISTANBUL** - Astoria Mall, Capacity Mall, Carrefour Mall Maltepe, Carrefour Mall Ümraniye, Fly Inn Mall, Fox City Mall, Galeria Mall, Kale Mall, Nautilus Mall, Prestige Mall, Istinye Park, Metroport Mall, Meydan Mall, • **ANKARA** - Ankamall, Antares Mall • **BURSA** - Carrefour Mall, Korupark Mall, Kent Meydanı Mall • **ESKİŞEHİR** Espark Mall, Neo Mall, • **İZMİR** - Forum Bornova, Selway Mall, • **AFYON** - İkbal, • **ANTALYA** - Deepo Mall • **BODRUM** - Oasis Mall • **DENİZLİ** Forum Çamlık Mall, Pekpa Mall • **GAZİANTEP** - Gazi Muhtar Paşa Str. M1 Real Mall • **KAHRAMANMARAS** - Trabzon Str. • **KAYSERİ** Kayseri Park Mall • **KONYA** - M1 Real Mall • **KUSADASI** - Atatürk Str. • **MERSİN** - Atatürk Str., Forum Mall • **TEKİRDAĞ** / Çorlu - Orion Mall, Avantaj Mall • **TRABZON** Forum Mall

• **RUSSIAN FEDERATION / MOSKOW** Leninsky Prospect 52, Mega Mall, Festival Mall, Mega Mall Belayadacha / **KAZAN** Mega Mall, / **NOVOSIBIRSK** Mega Mall, / **NIJNINOVGOROD** Mega Mall, / **EKATERINBURG** Mega Mall, • **UKRAINE / ODESSA** Rishelyevska Str. 39, / **KHARKOV** Karavan Mall, • **ROMANIA / BUCHAREST** Bananesa Mall • **KAZAKHSTAN / ASTANA** Sary Arka Mall • **AZERBAIJAN / BAKU** Husnu Hacıyev Str.71 • **KYRGYZSTAN / BISHKEK** Vefa Mall • **UZBEKISTAN / TASHKENT** Chorsu Savdo Markazi • **IRAN / TEHRAN** Aftab Mall (Vanak Square) / **SHIRAZ** Sattarkhan Blvd., • **BULGARIA / SOFIA** Grafignatiev Str. 41 A / **PLOVDIV** Rayko Daskalov Str. 41 • **EGYPT / CAIRO** Dandy Mall, City Stars Mall

AYDINLI
Master Licensee
www.aydinligroup.com

SMOOTHLY WE GROW!

Nazlı Gıda which started its production in 1997, owns the most modern production facility of the sector and is one of the foremost instant powder drink and snacks manufacturers of Turkey with a production capacity of 600 million packages per year. We offer delicious, entertaining, practical and healthy products with our flavored instant powder drink, instant coffee, chips, flavored snacks, chocolate, gums, candies, fruit flavored milk and halva to the consumers.

We conveyed our success in the foodstuff production to the field of cosmetics and after a vast and long Research & Development works we entered the cosmetics market with high quality Nazlı Kozmetik products which are highly needed by the market.

Nazlı Gıda has more than 120 thousand sales points in Turkey and a widespread network of dealers, and established its marketing organization on the theme "being close to the consumers", and thus considers being available everywhere as an extension of this. Instead of the chain markets, the products of Nazlı Gıda are more offered to

the consumers in the sales points which are close to the districts and hot sales links are made. The cosmetic products on the other hand are mainly used in big cities and especially in the hairdressing shops and beauty shops where there are professional consumers. Nazlı Kozmetik offers these products to many important hairdressing shops in Istanbul.

Being aware of the significance of exports, Nazlı Gıda dispatches its products to Spain, Greece, Morocco, Mozambique, Afghanistan and Pakistan under its own brand. We reach out to all of our consumers with our healthy and high quality products and brands which are produced in the hygienic conditions, and grow day after day thanks to your support.

We support a society with conscious consumption which lives healthy. Being Nazlı Gıda, we contribute to this cause by all our Research & Development works and our production....

nazo NAZO
Hot Drink

NAZO, Fruit Flavoured
NAZO, Hot Cacao
NAZO, Salep
NAZO, Instant Coffe
NAZO, Fruit Milk

ÇEREZ

DABI DABI, Flavoured Corn Snacks
FUNCHOS, Flavoured Corn Snacks

dabi dabi FUN
CHOS

SAKIZ
dobby

NEGAM, Jelly-filled - Sweet Gum
- Non Sweet Gum
FOXTOY, Bubble Gum
FLOPY, Non Sweet Gum
DOBBY, Sweet Gum

NAZO nazo
Cold Drink
NAZO, Fruit Flavoured

FLIPPER

FLIPPER, Fruit Flavoured

ÇİKOLATA
mancha
MANCHA, Chocolate bar

KOZMETİK

GELİN Cologne
GELİN Jelly Soap
OMEN Hair Jel



OMEN GELİN

İNŞAAT

MAKIKENT www.makikent.com
MAKIKENT

We support a society with conscious consumption which lives healthy. Being Nazlı Gıda, we contribute to this cause by all our Research & Development works and our production....



TAV Airports Holding takes on duo of Tunisian airport projects

Planning to open Enfidha International Airport in 2009, TAV Airports Holding is planning to make Enfidha the most important airport in Africa. While the annual passenger capacity of this airport will initially be 7 million, TAV is planning to raise this figure to 22 million in a four-phase plan

Süvari is a men's wear brand which is founded on the basis of 40 years sectorial experience of Coşkun Textile. Today with its' 100 sales point in Turkey and abroad, Süvari is moving forward to become a global brand in mens wear.

Süvari est une marque du prêt-à-porter pour les hommes qu'il fondée avec plus de 40 ans d'expérience de Coşkun Textile. Aujourd'hui avec 100 points de vente en Turquie et l'étranger, Süvari but de devenir une marque mondiale dans le secteur du prêt-à-porter pour les hommes.

SÜVARI

TAV Airports Holding in the first month of this year began to operate Habib Bourguiba International Airport in Monastir, Tunisia, a tourist hub in North Africa that hosts about 6.5 million tourists annually, and is also working on a second airport in the country that it plans to open next year.

The construction of the Enfidha International Airport, about 60 kilometers from Habib Bourguiba International Airport, is under way, and TAV is planning to invest about half a million euros in this project. Both airports will be operated by TAV for a period of 40 years.

"We see that there is an increasing investment in airports in North Africa, which is among our target areas. The fact that two airports will be run by TAV Airports Holding in Tunisia, which is a favorite destination among European tourists, is a clear indication of the success of Turkish companies in globalization," said Haluk Bilgi, TAV Tunisia country director.

He noted that the project has created important opportunities for both countries. "Our operation of these airports for 40 years will provide an important reference for Turkish investors that wish to enter the Tunisian market in the future. Our purpose is to make Tunisia a center of the region in Africa with this project. We intend to lend support to the tourism potential of Tunisia because we recognize the historical ties between our countries," he said.

Habib Bourguiba International Airport was the first privatization project to be awarded to TAV. The passenger capacity of the airport is 3.5 million, and the number of passengers served in the international flights section of the airport was 4.3 million in 2007. The airport's terminal area is 28,000 square meters. In 2007, the airport saw 35,000 flights and its cargo capacity reached 900 tons. The activities in the airport are conducted by the TAV Airports Holding's subsidiary, TAV Tunisie SA. Its responsibilities include all airport activities outside of air traffic control.

Planning to open Enfidha International Airport in 2009, TAV Airports Holding is planning to make Enfidha the most important airport in Africa. While the annual passenger capacity of this airport will initially be 7 million, TAV is planning to raise this figure to 22 million in a four-phase plan. The airport's overall area will cover 4,300 hectares while the terminal building will initially be 90,000 square meters. The project includes the construction of open parking lots, a new terminal building, runways and service buildings. This airport will be run by TAV until May 2047. TAV Airports Holding's group companies -- ATU, BTA, HAVAS, TAV Operation Services, etc. -- are expected to provide services at Enfidha International Airport. **Istanbul Today's Business**

NIGERIA SUSPENDS IMPORT DUTIES ON RICE TO HELP QUELL FOOD CRISIS

Nigeria on Wednesday announced it was suspending import duties and other taxes on rice while launching a raft of other measures to head off a food crisis in Africa's most-populous nation. The government said that it will not collect taxes on imported rice until at least after the end of October, seeking to curb rising prices on the staple food for many among Nigeria's 140 million people. It also said it would seek to bolster domestic rice production while increasing its stock of emergency stores.

The government said it believed it could avert a food crisis in the country where most people live below the poverty line and struggle to feed their families. "While other measures aimed at averting a domestic food crisis are under active consideration, the federal government remains fully confident that its immediate, medium and long term strategies for national food security will achieve the desired results and alleviate the impact of the global food crisis on Nigerians," it said in a statement.

Like many poorer nations, Nigeria has struggled with the global phenomenon of spiraling prices for basic food items like grains, legumes and rice, which has seen a near doubling in its price in recent months.

The countrywide bakers' union has announced a strike to protest the rising costs of wheat flour and sugar, causing a paucity of bread on store shelves. Nigeria is Africa's most-populous nation and the largest market on the world's poorest continent. Most people live on less than \$2 per day and persistent food shortages could cause civil strife. **Lagos AP**



sora cosmetics
www.soracosmetics.com
info@soracosmetics.com



Turkey's smart 'Africa Strategy' hits the bull's-eye

CONTINUED FROM PAGE 1
Despite criticism that these actions were moving Turkey farther away from its traditional markets of Europe and America, the administration did not hesitate to continue trying to expand trade markets in Africa. Thus trade relations that had begun to speed up at the start of 2003 thanks to the Africa Strategy began to develop even faster when Ankara declared 2005 the Year of Africa.

The trade bridges between Turkey and Africa supported by the Turkish Confederation of Businessmen and Industrialists (TUSKON) in particular have worked to draw the attention of Turkish business to the opportunities and possibilities on the African continent. As a result, while trade volume between Turkey and Africa

was \$5.4 billion in 2003, by the end of 2006 it had risen by 120 percent to become \$11.9 billion. And last year, in 2007, this trade volume surpassed \$14 billion. Current plans are to bring the Turkish-African trade volume up to \$25 billion by the end of 2010. Underscored by these figures is the fact that the African Strategy really did work, and hit the correct target.

When TUSKON first proposed a Turkish-African foreign trade bridge, the state immediately embraced it and decided to support it.

Undersecretary for Foreign Trade Tuncer Kayalar, who frequently mentions the positive contributions TUSKON has made to Turkish trade with the African continent, answered some questions posed by the Anatolia news agency last month regarding current Turkish strategy on

trade in general, and its plans for Africa in particular. He said: "We are planning on sending trade delegations, including businessmen, to some of the most important economies on the African continent, including South Africa, Algeria, Morocco, Mozambique, Namibia and Ghana. And in Mozambique, we will for the first time ever be holding a Turkish export products trade fair."

The Turkish trade strategy with Africa is based on a certain principle. This principle, which has been talked about many times by State Minister for Foreign Trade Kürşad Tüzmen, can be defined as follows: "Not to do as the colonizing Westerners did and settle in Africa to see what we can get out of it, but instead to approach this deprived continent with the sensibility of asking what we can give." It is

also possible to identify this principle as being one based on a relationship of reciprocal benefits and interests.

Necessary legal steps have also been taken to see that Turkey's developing trade relations with Africa work ever smoother. Within this framework, various African nations have, since 2003, been added to the trade and economic cooperation agreements. Additionally, free trade agreements have been signed with Morocco, Tunisia and Egypt, the result being that exporters are able to compete in these countries markets on an equal footing with EU nations.

Another strategic step within this framework has been the announcement by banks such as the World Bank, the African Development Bank and the Islamic Development Bank that they

would help to shore up financing for Türk Eximbank, which offers support for international projects. To wit, an accord was signed on May 3, 2006, between the Islamic Development Bank and the Undersecretariat for Foreign Trade to underline Turkey's determination to contribute to the development of various African nations.

In order to be of even more assistance to Turkish companies wishing to do business in Africa, since 2004 there have been seven new Turkish trade consultancy offices opened in embassies across the African continent. These offices not only help support Turkish business interests in Africa, but also allow African companies to get firsthand information about the Turkish market. At this point the total number of Turkish trade consultancies in Africa has risen to 11.

Turkey's strategy for enhancing economic and commercial relations with Africa

CONTINUED FROM PAGE 1

All of the regional trade strategies have brought about good results. The Neighboring and Surrounding Countries Strategy has experienced a remarkable acceleration. Regional exports increased 335 percent between 2002 and 2007 -- from \$9 billion to \$40 billion dollars. So far, this strategy has led to excellent results.

In this context, the "Strategy for Enhancing Economic and Commercial Relations with Africa" was put into effect in 2003 by our government.

At the beginning, our challenge was to figure out how to increase cooperation with this continent, which is so rich in natural resources and in human potential. We knew that a vibrant private sector, investing, creating jobs and improving productivity could expand opportunities and promote growth for African and Turkish firms. Our companies had the capital, the technology and the knowledge of global markets that African countries needed to develop their economies.

After hard work, we defined the strategy's main objectives as follows:

- To increase Turkey's share in the total trade volume of African countries to 3 percent in three years.

- To open a path for our small and medium-sized enterprises (SMEs) so that they can penetrate into the region's countries.

- To make either joint investments or direct Turkish investments with the relevant countries in Africa in order to increase Turkey's competitive power in certain sectors.

- To transfer technology from Turkey to the region's countries.

- To raise the share of Turkish construction, consultancy and engineering firms in the African markets.

- To invest in African countries -- and thus fight poverty -- through increasing economic activities and creating more value added in domestic economies.

Of course to strengthen Turkish-African trade and investment relationships requires close partnerships between government, civil society and the private sector. But we should be clear: If our efforts are to succeed, we must work very closely with our private sector stakeholders.

Governments can help create a positive environment for entrepreneurship, trade and growth, but only the private sector can ultimately deliver on its promise. We in government can make all manner of changes to tariffs and tax regimes. We can provide incentives and work to improve the business regulatory environment. But in the end, those policies will only be successful if businesses, investors and entrepreneurs make the calculated decision to put their capital and their enterprises at risk by investing, producing and exporting. Without businesses on both sides that understand the "Strategy for Enhancing Economic and Commercial Relations with Africa" and how to tap its benefits, we cannot expect Turkish-African trade and investment to grow and diversify.

The strategy is now five years old. We have accomplished many things in that time. Implementation of the "African Countries Strategy" has contributed much to the increase in Turkish trade volume with the continent. Through the strategy, the foreign trade volume with African countries rose from \$5.5 billion to \$12.8 billion between 2002 and 2007.

We have come a long way in the last five years. But we still have much work to do to raise the consciousness of Turkish businesses and



Foreign Trade Minister
Kürşad Tüzmen

investors about opportunities in Africa and to help African businesses envision and act on opportunities for trade with Turkey.

The Turkish Confederation of Businessmen and Industrialists (TUSKON) has dedicated itself to Africa's development by canalizing Turkish capital to Africa. They encourage their members and the entire Turkish business community to invest in African countries. Sharing the same vision with us, TUSKON has de facto established a foreign trade bridge between Turkey and Africa. TUSKON, under the coordination of Undersecretary for Foreign Trade, organized the first "Turkey-Africa Foreign Trade Bridge" program in May 2006. With the encouragement they experienced from witnessing positive results, they organized a second program in May 2007, with wider participation and in a way that displayed constructive cooperation between the state and civil society organizations. This year, again in May, the third such event will be held. TUSKON has successfully undertaken these magnificent events in the past years. I wholeheartedly believe that this third event will lead to further positive and more auspicious developments. I would like to take this opportunity to sincerely congratulate the TUSKON administration and everyone who contributed to making it happen.

We believe that these events play an impor-

tant role in bringing together Turkish and African business communities as well as investors from both sides.

The genuine and sincere interest shown by African and Turkish politicians and the business community in this exciting, great meeting, which achieves new accomplishments every year, gives us hope for the future.

When we are looking at trade and investment numbers, we do not see them as nice aggregate statistics. We know that each of those numbers is developed one transaction at a time. One businessperson dealing with another businessperson, one investment at a time.

By the end of 2007, Turkish direct investment in Africa had risen to \$1.4 billion. Turkish direct investment in Africa supports Turkish trade with the region and enhances Turkish and African business partnership.

We also believe that we cannot promote trade in its fullest without promoting investment. They are linked intrinsically to each other. An indication of this linkage is the fact that a significant portion of world trade in goods and services is trade within companies -- for example between subsidiaries in different countries or between a subsidiary and its headquarters.

In addition, as trade increases companies become more familiar with each other, recog-

nizing investment and trade opportunities more readily, and may be in a better position to realize opportunities for establishing joint ventures and partnerships.

Being on the ground, getting to know your neighbor, discovering you have something in common creates a potential for business that is beyond what you can accomplish outside of the investment.

As African policy makers and leaders are working to make their countries more attractive to investment, investors in Africa are seeing their investments produce returns -- attractive returns. I would note that a healthy environment for foreign direct investment (FDI) is also generally a healthy environment for domestic investors to invest at home. Your own entrepreneurs want to be investing at home.

We are seeing less and less of the old Africa that was suspicious or closed to business and more and more of the new Africa that is open to investment, eager to trade and actively seeking inroads and linkages with the world through businesses with their entrepreneurs.

Africa is in renaissance. It is the time of a new breed of African leaders who want to turn their nations away from the political upheaval of the past. More and more we see democratic governance on the rise across the continent.

Accompanying the political stability are economic reforms. This is attracting foreign investment and greater trade flows. The result is that many Africans have begun to enjoy the benefits of higher rates of economic growth.

According to the United Nations Conference on Trade and Development (UNCTAD), the profitability of foreign companies in Africa has been consistently higher than in most other regions of the world. Since 1990, for example, the rate of return on FDI in Africa has averaged 29 percent.

Efforts should not stop until every sub-Saharan African country and the continent's 700 million citizens are part of and benefiting from the renaissance, and until Africa realizes its enormous potential.

In line with its capabilities, Turkey is ready to exert all efforts with the aim of developing value-added and competitive export sectors in African countries that will build and enhance new trade capacities, thus paving way for increased business opportunities between Turkey and the African economies. We must continue to think creatively so the three-quarters of a billion people who live in Africa can look forward to higher standards of living and ever-expanding economic opportunities.

The people of the vast and remarkable continent can be assured that they have a dedicated partner in our common pursuit of welfare and prosperity.

TURKISH EXPORTERS CALL FOR MORE ACTIVE PRESENCE IN AFRICA

Turkey is breaking record after record in exports despite hurdles such as the overvalued lira, political tensions in the domestic arena and turbulent global markets. Exports in the January-April period of this year, for example, have increased by 36.9 percent compared to the same period in 2007, totaling \$42.78 billion. Exports as of the end of April (on a rolling annual basis) increased by 27.6 percent to \$117.5 billion. The share of cross-border sales to the African continent in the total exports, however, is still below its potential.

Assessing Turkey's commercial relations with African countries, the chairman of the Turkish Exporters Assembly (TİM), Oğuz Satıcı, complains that Turkey is lagging behind China, India and even Lebanon in this vast and untouched market. Satıcı says the African market offers tremendous opportunities for Turkish exporters.

Speaking to Today's Business last week in İstanbul, Satıcı said urgent steps are needed to change this negative picture in favor of Turkey. However, currently, only the Turkish Confederation of Businessmen and Industrialists (TUSKON) is seriously dealing with this task, Satıcı said, adding that even the state is falling behind in its African Strategy.

Turkey began to give a special importance to its trade with Africa in the frame of its Africa Strategy. Considering the improvements in Turkey's relations with African countries, can you say that this strategy is being applied successfully?

It is true that we have started to talk about a policy that brings us closer to Africa step by step. Africa's rich natural resources and its low production costs are emphasized more than

ever. However, if you ask what has been done about this so far, we can say that almost no positive step has been taken to serve this strategy. We are running the process too slowly. But most of our rivals in Africa have taken a lot of steps ahead and they go on improving their relations. We, on the other hand, follow them from far behind. We need to change this situation as soon as possible. We, as the Turkish Exporters Assembly, are one of the organizations that place the biggest importance on relations with Africa. Two years ago we established a branch that actively works to develop relations with Africa. We go to the continent consistently and establish our relations at the levels of prime ministers, ministers and businessmen. We also conduct field studies and publish these studies as articles in our periodicals. In the frame of these active African studies, our African Studies Coordinator, Yalın Alpay, will publish his book "Turkey's Enrichment Project: Africa" at the end of May. We expect to improve our relations with Africa with the studies we conduct. With our studies we not only produce academic results, but also collect ideas that Turkish businessmen can directly utilize in terms of production and establishing relations with African countries. We also aim to get some privileges from African statesmen -- mostly at the level of prime minister -- in terms of investment and trading with these countries. I think we have made important improvements in this. If our articles and studies are followed, all of Turkey will benefit from them.

It is evident that the rising economies of the world, like China and Russia, are growing increasingly interested in Africa. Many European companies are also very active there. Is Turkey a little bit late for Africa?

China has been in a rush to make investments in Africa for nearly five years and the effects of this investment are not seen merely in the numbers. We feel the Chinese effect on this continent deeply in our occasional trips to Africa, each time at an increasing magnitude. We stay in Chinese hotels and we dine at Chinese restaurants, because they don't have many alternatives. Furthermore, one would not be lying if he claimed that all major investments in Africa are undertaken by Chinese entrepreneurs.

What is more, most of these investments are very new, not older than three years old.

As you mentioned in your questions, the investments from the European countries are also on the rise. However, we also have to include India and Lebanon in this category. These two countries are rapidly rising in the African market right after China and they are controlling a growing capital in Africa. Turkey, on the other hand, is out of this equation. The Indians and Lebanese have already begun to form a monopoly in water, retail and wholesale businesses. Turkey needs to prove itself in Africa in these mentioned sectors as soon as possible.

How do you evaluate the trade bridge summits that the Turkish Confederation of Businessmen and Industrialists has organized? What kind of contributions can these events make to Turkey's exports? Is it possible to say that these organizations may create a uniquely Turkish foreign-trade understanding?

In my opinion, Turkey should already have started such meetings long ago to keep pace with the rest of the world. Fortunately, TUSKON took an active role in attaining better relations with African countries and filled a big gap. Hosting so many statesmen, businesspeople and numerous elite journalists from a whole continent with a splendid summit in one of the best congress centers in Turkey requires a strong structure and very patient and hardworking brainpower. TUSKON brought these people and created a platform for Turkish businessmen to create trade relations with these guests. We also, as TİM, supported this organization. If the number of these kinds of events increases dramatically, in a short while, Turkey will surely have a much stronger market there.

Turkey has had political problems, it is suffering the symptoms of a coming recession in economy and its currency is overvalued. However, even under these circumstances, its exports are not shrinking, but rising. What are the reasons behind this? Which economic model can explain Turkey's unique situation?

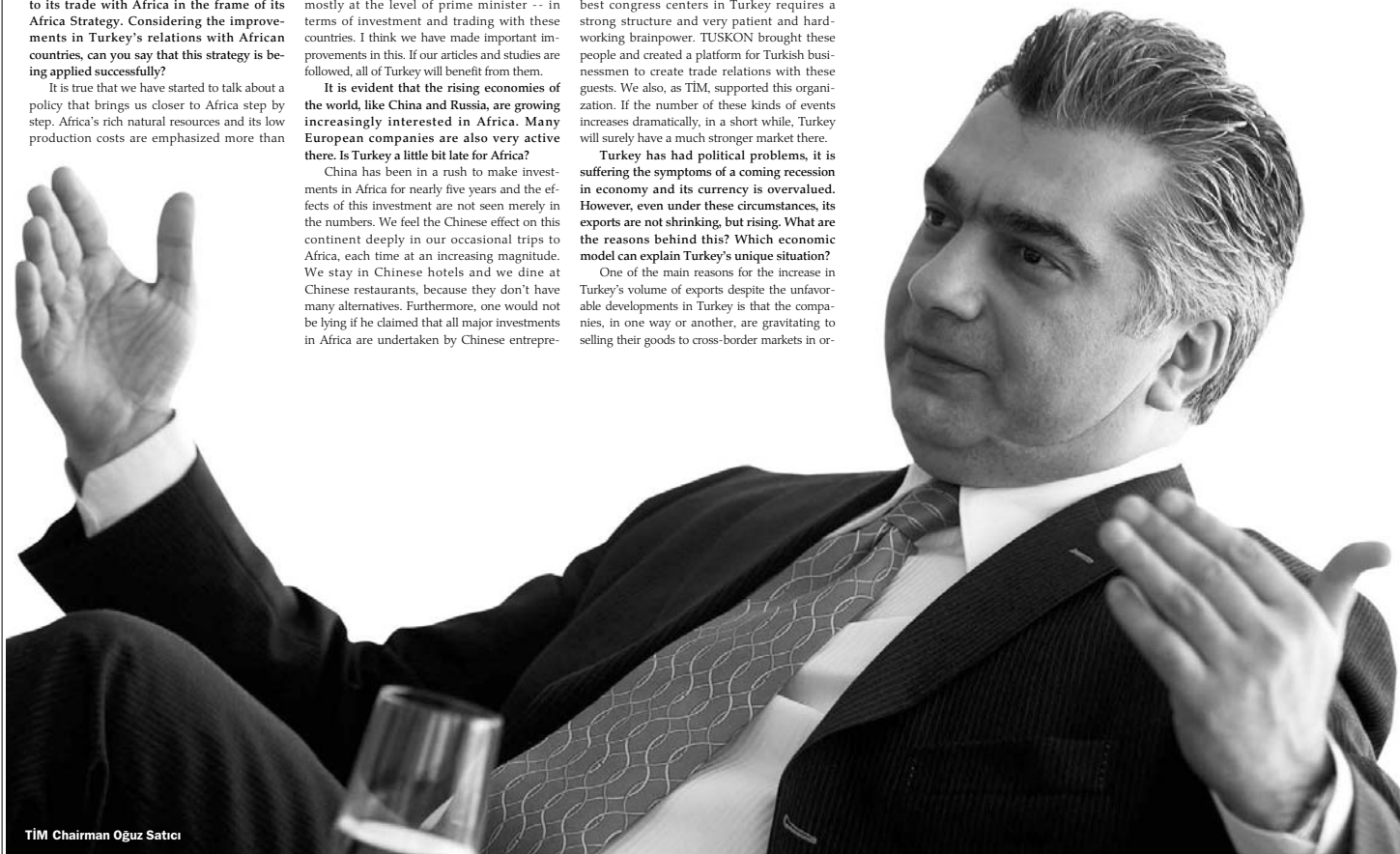
One of the main reasons for the increase in Turkey's volume of exports despite the unfavorable developments in Turkey is that the companies, in one way or another, are gravitating to selling their goods to cross-border markets in or-

der to survive. These companies are simply grasping the exports to weather the negativities in the domestic economy. Some other companies are leaning more towards exporting to earn enough to compensate for the investments they had made to improve their production. No matter what their motivation is, they have to export with very small profit margins. On the other hand, many companies import intermediate goods in order to be less affected by the overvalued YTL. One of the reasons for the rapid growth in Turkey's import volume is this. Another reason behind Turkey's growing export volume is the Turkish people's entrepreneurial character.

There will be a period in which Turkey's export volume will drop. When do you think this period will start? What kind of factors, do you think, will be influential in this?

The production costs are very important. If the energy and employment costs continue to increase, then this will be too much for many companies and the ones which that export their products with very low profits will have to quit the market. I hope that we do not experience this at all. Turkish companies solve these problems in one way or the other. I hope that this process continues and that Turkey's export volume increases every year. *İstanbul Today's Business*

TUSKON took an active role in attaining better relations with African countries and filled a big gap. Hosting so many statesmen, businesspeople and numerous elite journalists from a whole continent with a splendid summit in one of the best congress centers in Turkey requires a strong structure and very patient and hardworking brainpower. TUSKON brought these people and created a platform for Turkish businessmen to create trade relations with these guests



TİM Chairman Oğuz Satıcı

PHOTO: BAHAR MANDAN

Trade bridge offers a great connection for doing business in Africa



Mehmet Taşdemir

Serkan Canbaz Gaziantep

Over 15 companies in Gaziantep have managed to establish business links with foreign companies thanks to the foreign trade bridges organized by the Turkish Confederation of Businessmen and Industrialists (TUSKON), said according to the head of a local businessmen's organization.

Free Industrialists and Businessmen's Association (HÜRSİAD) President Mehmet Taşdemir advised businessmen who intend to establish trade links with foreign companies to

"make better use of the 3rd Foreign Trade Bridge between Turkey and Africa." Taşdemir noted that after the program they will invite 80 businessmen from Liberia and Morocco to Gaziantep in an effort to boost export potential in the city.

The programs organized by TUSKON have helped many of their members establish trade contacts in foreign countries. "We are now reaping the fruit of the business links established via TUSKON events. Five construction companies in Gaziantep have established a consortium and plan to conduct business in the construction sector in Ukraine

and will soon begin a recently awarded contract. Pasta producers, flour producers, shoe and slipper producers, a company that uses solar energy to recharge cellular phone batteries, a company that drills wells and several companies specializing in generator production and energy have struck deals with foreign companies. A number of our members have settled in Africa," he said.

These companies represent Turkey in Africa from a trade perspective, he explained: "Thanks to their efforts, we gotten acquainted with people whose language we cannot speak

but on whom we can rely. This is a very good opportunity for us. Nevertheless, either we are failing to arrange good publicity, or industrialists in Gaziantep are slow to catch up."

Taşdemir called on businessmen and industrialists in Gaziantep to attend these events -- even if only as observers -- stressing that they may establish trade contacts with more than 1,000 businessmen from 54 countries. "Calculate what you will pay if you try to do it with your own money. This is a very good opportunity, one that should not be missed," he urged.

Exports to Africa rise thanks to foreign trade bridges

ABDULHAMIT YILDIZ DAR ES SELAM

TUSKON Deputy Chairman Ahmet Ciger has said Africa offers great opportunities for Turkish businessmen.

Last week Ciger met with Tanzanian Deputy Tourism Minister Ezekiel M. Maige, Tanzanian Chamber of Trade, Agriculture and Industry Chairman Aloys J. Mwamanga and Turkish businessmen in Tanzania. Following the meeting, Ciger and Minister Maige held a joint press conference.

Noting that African countries were making large

amounts of imports from European countries because of previously established colonial ties, Ciger said, "Most of the imported products may easily be produced in Turkey with better quality."

Ciger said Turkish businessmen had the opportunity to reach out to new markets by taking advantage of African foreign trade summits, stressing that thousands of businessmen participate in such business trips. Information from TUSKON shows that 1,300 African entrepreneurs and 2,600 Turkish entrepreneurs participated in the last two Turkish-African foreign trade bridge summits, where about 36,000 discussions were held and

contracts in the amount of \$2.5 billion were secured. It is expected that 1,000 African and 2,500 Turkish businessmen will participate in this year's meeting, which will likely see \$3 billion in business contracts. TUSKON will open a liaison office in Addis Ababa, the headquarters of the African Union, in consideration of the growing business volume on the continent.

Ciger stressed that their top priority was to promote Tanzania and Africa. He recalled that TUSKON has been holding Turkish-African foreign trade bridge summits since 2006.

Recalling that TUSKON has been holding

meetings in Europe and Asia as well, Ciger said that \$3 billion in business contracts have been secured at these meetings, adding that their goal for 2008 was \$5 billion. Stating that 500 Turkish businessmen went to Tanzania for business purposes following the Turkish-African foreign trade bridge meetings, Ciger stressed that Tanzania was ready for investments in a number of fields, including food, mining, agriculture and industry.

Asserting that Turkish businessmen were very successful in African markets because of their familiarity with financial crises, Ciger said reliance on

alternative markets like African countries would help alleviate the impact of global crises on Turkey.

Maige, noting that the Tanzanian government introduced incentives for foreign companies making investments in the country, said: "The machinery and construction equipment that the investors use in production are exempt from taxation. No income tax is imposed until the investment recovers its cost. Additionally, there are incentives for specific sectors."

Noting that a number of Chinese investors have paid particular attention to investment opportunities in their country, Maige said they expected the same interest from other countries. Stressing that Tanzania, as well as other African countries, offered great investment opportunities, Maige said his country was particularly suitable for investments in tourism and agriculture. He noted that tourism revenue constituted 20 percent of Tanzania's national economy. The country attracts 700,000 tourists every year and their goal is to increase this figure to 5 million, he explained.

Mwamanga called on Turkish businessmen to make investments in agriculture, commerce and industry. Mwamanga noted that the canned food industry in particular is suitable for investment, pointing out that small organized industrial zones may be founded to teach new investment methods and develop these methods. He also pointed out that Tanzania has strong rivers. The government is promoting the construction of dams over these rivers. Tanzania, which is the number one gold producer in the world, also has large coal mines. Most recently, coal resources that could prove sufficient for the entire African continent for 100 years have been identified in the country.

Noting that he will attend the third African Summit to be held by TUSKON, Mwamanga also said: "This organization is very important for the improvement of bilateral relations between the two countries. I will encourage our members to participate in the event."

It all starts with a dream...



Today's doctors, lawyers, engineers, businesspeople, executives...
Weren't we all kids at one point?

Bank Asya grew and developed to serve yesterday's children. It has financed thousands of projects by channeling your savings into production. It has become a partner in its clients' success stories. If you want one of these success stories to be your own, come to Bank Asya, Turkey's youngest bank operating under interest-free banking principles, and let us introduce you to solutions customized to meet your company's needs. Make your dream of growing a reality, on your own terms.

Bank Asya at TUSKON
TURKIYE AFRICA 3 Foreign Trade Bridge / May 13-15, 2008 Istanbul

www.bankasya.com.tr | 444 4 888

 **BANK ASYA**



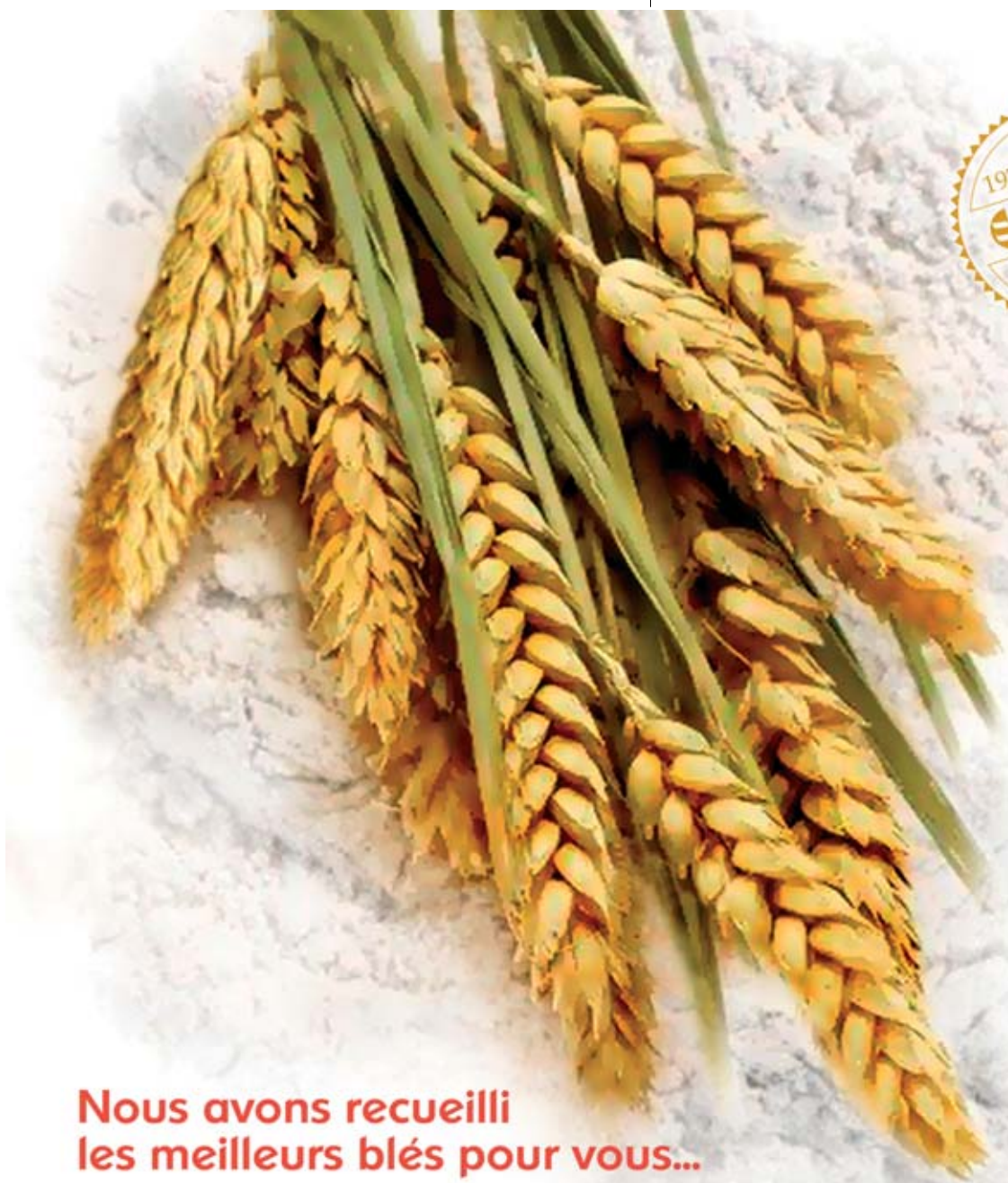
TUSKON Deputy Chairman Ahmet Ciger

Turkish entrepreneur sells chemicals to 1,000 swimming pool owners in Dar Es Salaam

Akif Kara is currently selling pool chemicals to over 1,000 swimming pool owners in the Tanzanian capital of Dar Es Salaam. Kara, who previously had difficult times in Istanbul because of financial instabilities, said he started his business in Tanzania after attending TUSKON's African summit. Noting that he moved to this country a decade ago, Kara stressed that he primarily provided service for the pools of wealthy European and Indian people. He said they import pool chemicals from Turkey and export wood to there, as well, Kara said: "Our annual exports are nearing \$2.5 million. We employ about 50 people in our company. We are in constant contact with our customers. We train their staff and also run weekly inspections. Meanwhile, reports indicate that another Turkish businessman arrived in Tanzania to export lobsters and oysters to Turkey and that he will launch his business next year."

Another Turkish entrepreneur teaches agriculture in Africa

Mummaer Öksüzhan, who retired from his high-level executive position at Yasar Holding, migrated to Tanzania for investment purposes. Öksüzhan, who made his decision after seeing this country in a TV show, arrived in the country to purchase land for agricultural use. He recalls that he and his relative, Alim Ağaçcı, leased a vast plot of land of 8,000 acres from an investment agency for 99 years. Öksüzhan said: "This country has vast agricultural lands, but they are not cultivated. We took new machinery and equipment here. We cultivate the land." Öksüzhan produces corn and rice on his farm near Rufuji, one of the largest and longest rivers in the country. He cultivated the land while also helping his neighbors. His goal is to cultivate at least one-third of his land. Öksüzhan currently markets his products in Tanzania and exports the excess to Turkey.



**Nous avons recueilli
les meilleurs blés pour vous...**

We gathered the best wheats for you...



Hall 10 (B)
Stand Nr. 150



BafraEriş®

*Wheat Flour
Farine de blé*



**Département d'Exportation-Importation
Export-Import Department:**

Defterdar, Otakçılar Cad. No: 62

Eyüp Is Mrk. A Bl. K.2 Eyüp

34050 - Istanbul / TURQUIE - TURKEY

Tel : +90212 674 2071

Fax : +90212 674 1778

e-mail: export@bafraeris.com - info@bafraeris.com

www.bafraeris.com



Is there anything else like Nazo?

With an annual production capacity of 600 million units, Nazo is a leading powdered beverage producer in Turkey. Nazlı Gıda, the company which introduced the Nazo brand name in 1997 with a successful campaign that relied on the slogan "Is there anything else like Nazo?" has grown since then, expanding its distribution network across Turkey. The firm now seeks to expand in international markets, relying on its own brand strength. The company has a particular interest in the African continent.

Nazlı Gıda Chairman Ethem Kurt and board member Nihat Kurt, the brothers behind Nazlı Gıda, spoke exclusively to Today's Business about their projects and targets.

Would you please tell us something about the initial phases of the Nazo brand and its development?

Ethem Kurt: Before we introduced Nazo in 1997, we were in the wholesales business, supplying tea and coffee to cafes and other similar establishments. In an attempt to expand our line of products, we bought a small workshop where a friend of ours intended to make powdered beverages. There we initially made some investment to improve quality; in the later stages we developed different products and put them on the market. Considering the growing scale of sales and increasing customer trust, we decided to expand our facilities and focus on the powdered beverage sector. We took our production from that small place to a larger one in İkitelli, where we were able to commence production in our own 3,000-square-meter facility. We named our brand "Nazo" after my daughter, Nazlı. We preferred this name because of its warmth and because it is "ours."

Can you provide some information about your product portfolio?

EK: In our facility in İkitelli we have the capacity to produce 600 million units annually. This is huge. Here production falls into two major categories: hot and cold beverages. The cold beverage section includes orange, lemon, cherry, peach, mango powders and flavored milk. For the coming summer we are planning to launch a pineapple-flavored beverage. The hot category includes salep (a milky drink made from powdered orchid tuber), coffee, coffee whitener and 3-in-1 coffee and milkshake flavoring.



Last year we also introduced Dabi Dabi corn pretzels -- this product attracted a great deal of attention. In addition to beverages, we also produce cosmetics. We created "Omen" brand hair gel and shampoo and "Gelin" brand liquid soap and cologne.

Powdered beverages attract a great deal of attention in Turkey, why is that?

EK: It is because of the tendency to rely on easily accessible and consumable items. We may say that social conditions are changing. Turkish people have become more interested in easily prepared but economic and healthy products. Powdered beverages meet this demand. These products are light and compact; they are also healthy. For instance, when you buy a nine-gram pack of Nazo, you will be able to prepare one-and-a-half liters of fruit-flavored beverage. Our product is sugar free and includes vitamin C.

Overall, we can say that the standards in use of raw materials and advanced technology in this sector have significantly improved. We have been following recent

global developments and are generating new products in our research and development department.

How was the year 2007? What are your expectations from the year 2008?

EK: We have declared the years 2007 and 2008 years for taking huge steps. We seek to expand our sphere to include Balkan, Middle Eastern and Central Asian countries. We are currently exporting to Spain, Greece, Morocco, Mozambique, Afghanistan and Pakistan. We receive a great deal of attention in our markets. Of course, each country has its own unique conditions. For instance, in Afghanistan, our products are sold at pharmacies because of their vitamin C content. Domestically, we offer our products at 120,000 sales points. That is, we are everywhere. Yet we are still seeking to expand our network to increase the number of sales points to 200,000.

You sell your products in Africa as well, how did this idea emerge?

Nihat Kurt: African countries are pretty suitable for



Nazlı Gıda Chairman Ethem Kurt



Nazlı Gıda board member Nihat Kurt

ing markets. A number of countries with poor industrial development on the continent purchase consumables from European countries at expensive prices. We had noticed that our products are also taken to the continent via Europe, but now we are directly reaching Africa. We have the chance to offer more reasonable prices. We offer less expensive, high-quality products: This puts us in an advantageous position on the continent.

We would like to be known in our external markets just as we got recognition in our country. We are striving to achieve this goal. For instance, our seminal commercial "Is there anything else like Nazo?" is aired in Mozambique in the local language. That is to say, we are making progress there by reliance on the same strategy. On the other hand, African businessmen are eager to have contact with us. They are ambitious to take interesting products to their countries and promote them.

What would be your recommendations for those who would like to do business in Africa?

NK: Above all, it is important to carry out sound research and maintain proper relations. It would be better to establish a presence in Africa via civil society organizations. The working conditions in Africa might be different than those in Turkey, but it is essential to take action considering these differences. And of course, it would not be correct to consider the whole continent to be homogenous. There are a lot of different cultures and customs and these should be taken into account. The banking system is not sound everywhere in Africa, but the central governments are eager to take action to deal with such problems.

What are your future projects? Are you considering entering other sectors?

EK: We seek to grow in the food and cosmetics sectors. We would like to expand our product portfolio to include chocolate, chewing gum, sugar and halva. We are currently doing the relevant research and development activities in this regard. In the cosmetics sector we have a team of professionals who serve the ever-growing mass of customers. We are planning to offer practical items to our customers in the cosmetics sector. Moreover, we will be more aggressive in exports. We are focused on north African, Balkan, Middle Eastern and European countries. We are seeking to intensify our marketing activities in these countries.

You will feel like a star.

Turkish Airlines. A new member of the Star Alliance network.



Turkish Airlines has joined the Star Alliance network, one of the most prestigious airline alliances in the world. Now you will feel like a star in a world full of exclusive privileges. You can fly to 965 destinations world wide, earn more miles with your Miles&Smiles, benefit from priority reservations and baggage check-in and with Star Alliance Gold status have access to more than 790 lounges all over the world.

Are you ready to feel like a star with Turkish Airlines?



TURKISH AIRLINES

A STAR ALLIANCE MEMBER

Yolaşan Madencilik

Yolaşan şirketler grubu girişimci ruhun getirdiği heyecarla 1993 yılında cebeci tasocakları mevkinde bir kırma eleme tesisi satın almak suretiyle madencilik sektörüne girmiş ve yolaşan madencilik doğmuştur.

Şirket günlük 10.000 ton temiz ve kaliteli macar kırıp özellikle kalkere dayalı topografik yapı sebebiyle hem hazır beton imalatı yapan firmaların hemde asfalt üreticisi firmaların vazgeçemedikleri bir şirket haline gelmiş 150 personeliyle profesyonel hizmeti önemseyen kurumsal kimliğiyle sektördeki hakkı yerini almıştır.

Tesisimizde hazır beton ve asfalt üreticilerinin kullandığı kırma kum (0-5mm), 1 nolu macar (5-12mm), 2 nolu macar (12-21mm) ile altyapı işlerinde kullanılan by-pass malzemesi ile hafriyattan sonra dolguda kullanılan balast türü malzemeleri ürün gamını oluşturan yolaşan madencilik bugün 150 personel iki kırma eleme tesisi ve bir asfalt planti ile faaliyetlerini sürdürürken günlük 10.000 ton üretim kapasitesini 2008 yılının ikinci yarısında üçüncü kırma eleme tesisi ile ikinci asfalt plantiyle günlük 15.000 ton üretim hacmine ulaşacak olan yolaşan madencilik istihdam ettiği personel sayısında 200 kişiye çıkacaktır.

Yolaşan Madencilik

Yolaşan group of companies expanded to the mining industry by purchasing a crushing and sieve plant in cebeci quarry area and starting yolaşan madencilik in 1993 with ambition driven by entrepreneurship.

This company turned into a supplier indispensable for both ready-mixed concrete and asphalt manufacturers thanks to its capacity for producing 10,000 tons of clean and good quality slag in its quarry having calcareous topographic properties, and earned a well-deserved position in this industry thanks to its corporate identity providing professional services through its staff of 150 employees.

Our product portfolio comprises crushed sand (0 - 5 mm), slag no.1 (5 - 12 mm), and slag no.2 (12 - 21 mm) for ready-mixed concrete and asphalt manufacturers, by-pass materials for infrastructures, and ballast materials for filling operations, produced in two crushing and sieve plants and an asphalt plant run by a staff of 150 employees, with a capacity of 10,000 tons per day. yolaşan madencilik will start up its third crushing and sieve plant and second asphalt plant within the second half of 2008 to increase its capacity to 15,000 tons per day and to expand its staff to 200 employees.



Yolaşan Madencilik

Yolaşan Madencilik, bir girişimci ruhuyla 1993 yılında cebeci tasocakları mevkinde bir kırma eleme tesisi satın almak suretiyle madencilik sektörüne girmiş ve yolaşan madencilik doğmuştur. Şirket günlük 10.000 ton temiz ve kaliteli macar kırıp özellikle kalkere dayalı topografik yapı sebebiyle hem hazır beton imalatı yapan firmaların hemde asfalt üreticisi firmaların vazgeçemedikleri bir şirket haline gelmiş 150 personeliyle profesyonel hizmeti önemseyen kurumsal kimliğiyle sektördeki hakkı yerini almıştır. Tesisimizde hazır beton ve asfalt üreticilerinin kullandığı kırma kum (0-5mm), 1 nolu macar (5-12mm), 2 nolu macar (12-21mm) ile altyapı işlerinde kullanılan by-pass malzemesi ile hafriyattan sonra dolguda kullanılan balast türü malzemeleri ürün gamını oluşturan yolaşan madencilik bugün 150 personel iki kırma eleme tesisi ve bir asfalt planti ile faaliyetlerini sürdürürken günlük 10.000 ton üretim kapasitesini 2008 yılının ikinci yarısında üçüncü kırma eleme tesisi ile ikinci asfalt plantiyle günlük 15.000 ton üretim hacmine ulaşacak olan yolaşan madencilik istihdam ettiği personel sayısında 200 kişiye çıkacaktır.

Yolaşan Madencilik

Yolaşan Madencilik, bir girişimci ruhuyla 1993 yılında cebeci tasocakları mevkinde bir kırma eleme tesisi satın almak suretiyle madencilik sektörüne girmiş ve yolaşan madencilik doğmuştur. Şirket günlük 10.000 ton temiz ve kaliteli macar kırıp özellikle kalkere dayalı topografik yapı sebebiyle hem hazır beton imalatı yapan firmaların hemde asfalt üreticisi firmaların vazgeçemedikleri bir şirket haline gelmiş 150 personeliyle profesyonel hizmeti önemseyen kurumsal kimliğiyle sektördeki hakkı yerini almıştır. Tesisimizde hazır beton ve asfalt üreticilerinin kullandığı kırma kum (0-5mm), 1 nolu macar (5-12mm), 2 nolu macar (12-21mm) ile altyapı işlerinde kullanılan by-pass malzemesi ile hafriyattan sonra dolguda kullanılan balast türü malzemeleri ürün gamını oluşturan yolaşan madencilik bugün 150 personel iki kırma eleme tesisi ve bir asfalt planti ile faaliyetlerini sürdürürken günlük 10.000 ton üretim kapasitesini 2008 yılının ikinci yarısında üçüncü kırma eleme tesisi ile ikinci asfalt plantiyle günlük 15.000 ton üretim hacmine ulaşacak olan yolaşan madencilik istihdam ettiği personel sayısında 200 kişiye çıkacaktır.

Societe Miniere Yolaşan

Avec l'émotion que son esprit d'entrepreneur a provoquée, le groupe de sociétés YOLAŞAN est entré dans le secteur minier en acquerrant en 1993 une installation de concassage et de criblage dans la zone de carrière à Cebeci et ainsi est née la Société Minière YOLAŞAN :

En concassant quotidiennement 10.000 tonnes de granulat propres et de qualité la société est devenue une entreprise de laquelle ne peuvent se passer tant les fabricants de béton prêt à l'emploi que ceux de mortier d'asphalte, notamment grâce sa structure topographique basée sur le calcaire et a pris la place qu'elle mérite dans le secteur avec ses 150 travailleurs et son identité institutionnelle qui prime le service professionnel.

La Société Minière YOLAŞAN qui a constitué sa gamme de produits par le sable concassé (0-5 mm), granulat concassé no 1 (5-12 mm), granulat concassé no 2 (12-21 mm), matériau de dérivation utilisé dans les travaux d'infrastructure, matériau de ballastage utilisé dans le remblayage après l'excavation. La Société Minière YOLAŞAN qui mène actuellement ses activités avec 150 travailleurs, deux installations de concassage et de criblage et une installation de mortier d'asphalte portera sa capacité de production actuelle de 10.000 tonnes à 15.000 tonnes dans le deuxième semestre de 2008 avec sa troisième installation de concassage et de criblage, sa deuxième installation de mortier d'asphalte et aura augmenté à 200 le nombre de ses travailleurs.

LAŞAN®



Yolaşan Beton

Yolaşan Hazırbeton San. ve Tic. A.Ş., 2005 yılında İstanbul Gaziosmanpaşa'da kurulmuş ve aynı yıl Temmuz ayında hazır beton üretimine başlamıştır. Yolaşan Beton, grup şirketlerinden olan Yolaşan Maden'in üretim olduğu agreganın bir kısmını hazır beton üretimine kaydırarak bölgede oluşan ihtiyaca cevap vermek ve hazır beton tüketicilerinin aradığı hazır betonu kaliteli ve hızlı bir şekilde sunmak amacıyla kurulmuştur.

105 m³/saat ve 120 m³/saat üretim kapasitesine sahip 2 hazır beton tesisine sahip olan Yolaşan Beton, İstanbul'da Maslak, Okmeydanı, Edirnekapi, Rami, G.O.Paşa, K.Çekmece, Avcılar, Esenyurt, Halkalı, Bağcılar, Esenler ve Bahçelievler ilçelerine hizmet vermektedir. Yolaşan Beton, 10 adet 12 metrelik, 15 adet 10 metrelik kapasitesinde olmak üzere toplam 25 transmikser, 2 adet 36 metrelik, 2 adet 37 metrelik, 1 adet 38 metrelik ve 1 adet 50 metrelik pompa; 6 adet silobas, 15 adet damperli kamyon, 2 adet lastik tekerlekli yükleyici, 2 adet jeneratör, 2 adet A tipi laboratuvar ve 2 adet 100 tonluk kantara sahiptir.

Türkiye Hazır Beton Birliği (THBB)'nin doğru hedefler belirleyerek doğru politikalar geliştirdiğini düşünen Yolaşan Beton, 23 Mart 2006 tarihinde THBB üyesi olmuştur. Kalite Güvence Sistemi (KGS) Kalite Belgesi'ne sahip olan Yolaşan Beton'un, TS EN 206-1, ISO 9001-2000, OHSAS 18001-1999, ISO 14001-2004 belgeleri de bulunmaktadır.

Yolaşan Beton, önemizdeki 5 yıl içerisinde İstanbul Avrupa yakasında tesis yapımında bulunarak tesis sayısını 8'e yükseltmeyi, Afrika'da 5 hazır beton tesisi yapımında bulunmayı, daha kaliteli ham madde temini için agrega ocağı gibi kamu ocağı işletmeyi, hazır betondaki bilgi, deneyim ve gelişen ilişkiler nedeniyle müteahhlik sektörüne girmeyi planlamaktadır.

Yolaşan Beton

Yolaşan Hazırbeton San. ve Tic. A.Ş. has been established in 2005 in İstanbul Gaziosmanpaşa and same year commenced concrete production in July. Yolaşan Maden which is one of the affiliates of Yolaşan Beton, is established to supply the requirements of the region by transferring the produced aggregate to Ready-Mix Concrete sector and in this way to put the required high quality concrete rapidly in the use of ready-mix concrete consumers.

Yolaşan Beton having 2 ready-mix concrete plants with production capacity of 105 m³/hr and 120 m³/hr, is rendering services in Maslak, Okmeydanı, Edirnekapi, Rami, G.O.Paşa, K.Çekmece, Avcılar, Esenyurt, Halkalı, Bağcılar, Esenler and Bahçelievler boroughs in İstanbul Province. Yolaşan Beton has got total 25 transmitters 10 of which have 12 cu.b.m. capacity and 15 of which have 10 cu.b.m. capacity, 2 numbers of 36 m, 2 numbers of 37 m, 1 number of 38 m and 1 number of 50 m Concrete pumps, 6 numbers of silo-buses, 15 numbers of dump trucks, 2 numbers of tire wheel loaders, 2 numbers of generators, 2 numbers of Type A laboratories and 2 numbers of 100 tons weigh bridge.

Yolaşan Beton, who believes that Turkish Ready-Mix Concrete Association (THBB) determines straight targets and develops accurate policies, has been the member of Turkish Ready-Mix Concrete Association (THBB) on 23 March 2006. Yolaşan Beton who has got Quality Certificate for Quality Assurance System, has also got certificates for TS EN 206-1, ISO 9001-2000, OHSAS 18001-1999, ISO 14001-2004 standards.

In the coming 5 years Yolaşan Beton is planning to increase the numbers of their plants to 8 in European Side by new investments, to make an investment of 5 ready-mix concrete plants in Africa, to operate sand quarry, aggregate quarry so that to provide raw material with higher quality, and to enter into Contracting Sector as a result of their knowledge and experience in ready-mix concrete and their developing business relations.

info@yolasanbeton.com.tr

www.yolasanbeton.com.tr

Yolaşan Beton

La société Yolaşan Hazır Beton San. ve Tic. A.Ş. (Yolaşan Industrie et Commerce de Béton Prêt à l'Emploi SA) a été créée en 2005 à İstanbul / Gaziosmanpaşa et commencé la production en juillet de la même année. Yolaşan Béton a été créé dans le but d'utiliser dans le secteur de béton une partie du granulat produit par la société minière Yolaşan Maden appartenant au même group et de satisfaire ainsi le besoin ressenti dans la région et de fournir d'une manière rapide le béton prêt à l'emploi de qualité que les consommateurs de béton cherchent.

Yolaşan Béton qui dispose de 2 installations de béton qui ont respectivement 105 m³/heure et 120 m³/heure de capacité dessert les sous-préfectures de Maslak, Okmeydanı, Edirnekapi, Rami, G.O.Paşa, K.Çekmece, Avcılar, Esenyurt, Halkalı, Bağcılar, Esenler et Bahçelievler à İstanbul. Yolaşan Béton a 25 camions malaxeur dont 10 de 12 m³, 15 de 10m³; 6 pompes dont 2 avec flèche de 36 m, 2 avec flèche de 37 m, 1 avec flèche de 38 m et 1 avec flèche de 50 m; 3 camions silo, 15 camions à benne basculante, 2 chargeurs à pneus, 2 générateurs, 2 laboratoires de type A et 2 bascules de 100 tonnes.

Yolaşan Béton qui croit que l'Union de Béton Prêt à l'Emploi de Turquie (THBB) développe des bonnes politiques en ayant fixé des bons cibles s'est adhérent à THBB le 25 mars 2006. Yolaşan Béton qui est titulaire du Certificat de Système d'Assurance de Qualité est en même temps titulaires des certificats de TS EN 206-1, ISO 9001-2000, OHSAS 18001-1999, ISO 14001-2004.

Yolaşan Béton envisage d'augmenter à 8 le nombre d'installations dans les 5 ans à venir en investissant sur la partie européenne d'İstanbul, d'investir pour 5 installations de béton prêt à l'emploi en Afrique, d'exploiter des carrières de sables comme carrière de granulat pour la fourniture de matière première de meilleure qualité, d'entrer dans le secteur d'entreprise en raison de son savoir-faire et de ses relations en évolution dans le béton.

Yolaşan Beton

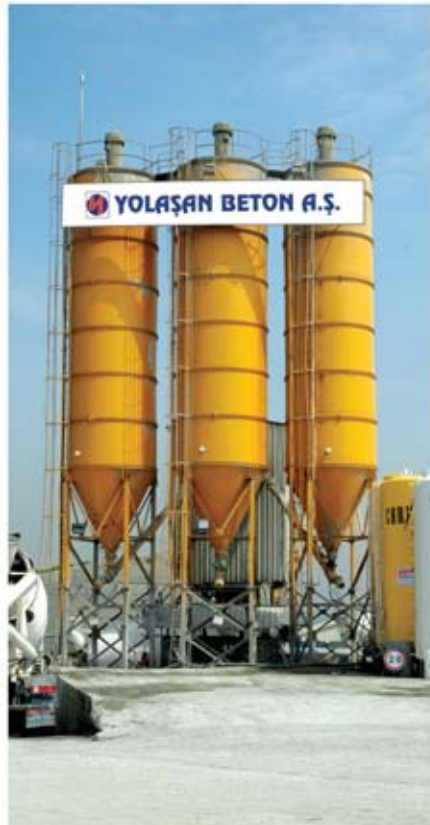
ان شركة يولاشان للخرسنة الجاهزة والتمديدات والخرسنة الجاهزة المستعدة 2005 في غازي عثمان باشا احد اقسام مدينة اسطنبول شرعت في إنتاج الخرسة الجاهزة في شهر يوليو من نفس السنة ثم تلتها في اكتوبر من نفس السنة في اقسام الخرسة الجاهزة لاسطنبول جزء من الرافد الذي تشهده شركة يولاشان للمعدن في إنتاج الخرسة الجاهزة عالية الجودة النقية في المنطقة وتقديم الخرسة الجاهزة في مستشفياتها بشكل سريع و بمودة عالية.

تقوم يولاشان للخرسنة بإنتاج انواع من الخرسة الجاهزة حتى الخرسة الجاهزة 100 ج من الخرسة لتسحب و وحدات الخرسة الخفيفة المصنوعة سابقا من غير قسم العمل و كذلك وحدات البتون قليلة التركيب و ان رئيس مجلس ادارة يولاشان للخرسنة السيد عثمان كورت و الرئيس الثاني للمجلس الإدارة السيد اوزجان كورت و المدير العام السيد افيق جيلاني بل.

و المعدات و الامكانيات التي تمتلكها يولاشان للخرسنة: خلاطات مركزيات لإنتاج الخرسة الجاهزة الواحد منها بسعة الإنتاج 105 م³/الساعة و الثاني 120 م³/الساعة و تقدم يولاشان للخرسنة خدماتها لاجراء اقسامية في اسطنبول، ماسلاك، اوكميداني، اديرنه كاپي، رامي، غازي عثمان باشا، كوجوك شكنجه، اوجولاره، اسين بورت، حلقلي، باغجولار، اسيلاره و باغجوللي اولور و 25 سيارة نقل للخرسة 10 ملدا بسعة 12 متر مكعب و 15 مليا بسعة الحموله 10 متر مكعب و مصنفين للخرسة بارافاج 36 متر و مصنفين للخرسة بارافاج 37 متر و مصنفه للخرسة بارافاج 38 متر و مصنفه للخرسة بارافاج 50 متر و 6 خزانات للتمديد الكبر و 15 سيارة لتوريد الرافد و ما فيه و 2 مكانيه التحويل ذات الاطراف و 2 مولدات للكهرباء و 2 وحدات للتعلم من صنف ا و 2 وحشاش ميزان بسعة كل منهما 100 طن.

هذا و اصيحت شركة يولاشان للخرسة من اعضاء اتحاد منجى الخرسة الجاهزة في تركيا (THBB) شعبة ايمانيا بل الاتحاد بطور سريعات سليمة وفق الاهداف الصحيحة لهذا القطاع و تاريخ عضوية الشركة بالاتحاد (THBB) هو 23 مارس 2006 و و كذلك شركة يولاشان للخرسة شهادة نظم تامين الجودة (إت.ج.س) في حساب ت.ب.أ. 206-1 (TS EN 206-1) اجنيد 2000-9001 (ISO 9001-2000) و اوحسان 1999-18001 (OHSAS 18001-1) (1999) و (ا.ب.ب.و 14001-2001) 2004-14001 (ISO 14001-2004).

تقوم يولاشان للخرسة باجراء التصديت اليومي بموضوع جودة المنتجات السبعة و الخدمات ما قبل و ما بعد البيع و و نفس وضمان المنتجين. ان شركة يولاشان للخرسة الجاهزة اعترف جديا باهمية الخرسة الجاهزة لانتاجه لسلبية و ايمانيا و كذلك تعطين اهمية كبيرة لاستعمال مواد الخدمة و اذ التأسيس التركية و كذلك تقوم باجراء الاعانات و الرقيات في جميع مراحل الإنتاج و نظما في مواقع عمل الرافد و توفير أنظمة الجودة المصنوعة في جميع الوحدات و اعطاء الإلية لآمن العمل و اذ امكن اطلاقا من ايمانيا يبين الانسان لولا و كذلك تعطين المنتجات و الخدمات مع الاحترام للبيئة و من دون التسلسل بها و ترعب الشركة في تحاد ايمانيا في شئ الجميع بوضع وضمان الرافد في الفترة الأولى و تحاد سلامة شروط السوق المستهدفة و التطورة بالاعتماد و ثلثة حاجة العاطفين لئلا في التمرين و التثبيت الدورية لتطوير مهاراتهم و تقدم جميع ما تمتلكها من الطاقة و الامكانيات لترسل في ابحاثها المرموقة مع طاقف عملها و ان لشركة حدت سريعات إنتاج الاهد و الاحسن دائما لتسلي السلبية و كذلك ايجاد علم العمل للاحتياج القدمة و هذه هي القيمة الاساسية التي توجه اسفل شركة يولاشان للخرسة الجاهزة. هذا و تخطط شركة يولاشان للخرسة لاجل محلات 5 الفجلة استلاخات مركزية جديدة في القطاع الأوروبي لمدينة اسطنبول متوسطة تلك في 8 خلاطات مركزية في المنطقة و الاستثمار في قطاع 5 خلاطات مركزية لإنتاج الخرسة الجاهزة في قارة افريقيا و تشغيل منجم الرافد لتوفر مواد خامة كثر جودة و تخطط ايضا للتحول في مجال العقارات بفضل خبرتها و علاقتها المستهدفة في سوق البناء.



Le siège et les Installations de Habiller :
Eski Edirne Asfaltı Habiller Çıkarı G.O.Paşa / İstanbul
Tel: 0212 595 04 44 Faks: 0212 595 17 17
www.yolasanbeton.com.tr info@yolasanbeton.com.tr

Installations de Bahçeşehir :
Tahtakale Mah. Vadi Sok. İspartakule TOKİ
Bahçeşehir / İstanbul
Tel: 0212 648 17 00 Faks: 0212 648 57 77

المركز و مصنع حبيلاز :
اسكي اديرنه اسفالتى حبيلاز حيكاشى غازي عثمان باشا / اسطنبول
هاتف: 0212 595 04 44 الفاكس: 0212 595 17 17
www.yolasanbeton.com.tr info@yolasanbeton.com.tr

مصنع باغجول شهر :
للمادة الخام المحلي و في زقاق ايميدارن كورته توكي
باغجول شهر / اسطنبول
هاتف: 0212 648 17 00 الفاكس: 0212 648 57 77

Demitaş seeks to compete globally with new technology, production methods

Demitaş has strong ties with the Turkic republics and Central Asian countries as export markets, but they are currently eyeing African markets, too. 'A company needs experienced and qualified staff, good facilities and top of the line equipment to produce at global standards, and we have all of this,' says Demitaş Manager Akpınar



ÖZGÜVEN
K A B L O

www.ozguven.com.tr

Manufacturer of Low Voltage Electrical Cables
We are proud of the fact that our cables are carrying electrical energy to many parts of Turkey and the World.

Notre firme est l'un des premiers producteurs du secteur du câble en Turquie et dans le monde. Ci-dessous les produits que nous proposons:

H07V-U
H07V-K
H07V-R
H05VV-F
NYM
NYY
N2XY

Câbles plats
Câbles blindés
Câbles de contrôle
Câbles isolants sans halogène

ÖZGÜVEN KABLO
Tel.: +90 258 371 98 31 (5 Hat) Fax: +90 258 371 50 60
İzmir Asfaltı 7. Km. Pk. 174 Denizli / TÜRKİYE



Demitaş, Turkey's leading circuit breaker manufacturer, is trying to rise above the pack of its global competitors by focusing on new production techniques and more efficient equipment.

The company has reserved 6 percent of its annual budget for research and development activities. Demitaş Energy Group Manager Yusuf Akpınar pointed out how committed the company is to technology investment, which he said will make a visible difference in their research and development unit, operating since the company's establishment in 1999. He admitted that the cost of research and development is high but said the benefits will eventually exceed the costs.

In a phone interview with Today's Business last week, Akpınar gave his assessment of the current condition of the overall market as well as the company's activities. "We received no complaints when we performed market research regarding our products, owing to the high standards we are committed to," he said. He noted that the company's ability to act quickly in response to sudden changes in the market and its technological strength are giving it an advantage in the business world, where, he said, it faces many foreign rivals.

Demitaş was founded in 1970 with the name Makine İş, and it operated as the first domestic manufacturer of medium voltage circuit breakers in Turkey. In 1980, its name was changed to Demitaş after a management decision. "The major difficulties in conjunction with being the first circuit breaker producer included technological shortcomings," Akpınar said. "We have resolved this problem by closely following the technological advancements in the world, implementing world standards in the company and committing ourselves to our business."

Circuit breakers are used to prevent short circuits in electrical systems. They are mainly used in energy transmission and distribution networks and systems; all enterprises that rely on power stations with power over 630 kilo Volt Ampere (kVA), including mass housing units, organized industrial zones and factories have to use these devices.

Regarding technological advancements in the circuit breaker industry, Akpınar noted that vacuum circuit breakers are attracting greater interest because of their better performance and environmental friendliness. He said the SF6 type of gas circuit breakers are widely used in global markets despite the fact that their production process does harm to the environment. The European markets are showing greater interest in vacuum breakers, whereas they are not so popular in Turkey because of their high cost, he noted.

Akpınar said his company has proved its leadership in the sector through its investments in energy and products. The company is running on a budget of \$10 million, the manager said, adding that the target for the short term is to increase this figure to \$20 million. The long-term target is to attain \$100 million annual turnover in 10 years. The company employs 56 workers, "but this figure will be doubled depending on the implementation of the business plan," he noted.

Demitaş has strong ties with the Turkic republics and Central Asian countries as export markets, but they are currently eyeing African markets, too. "A company needs experienced and qualified staff, good facilities and top of the line equipment to produce at global standards, and we have all of this," he concluded. *Istanbul Today's Business*



Kanat®

EL ARABASI İMALAT SAN. ve TİC. LTD.ŞTİ.



*All products are painted with static (epoxy) powder paint.

*For the wheelbarrow:

*Unassembled

*80 liters volume capacity

*0.80 mm-1.00 mm-1.20 mm metal thickness

*Tubeless tyre, pneumatic tyre and solid tyre wheel

*Blue, green, red, yellow color and galvanized

Tous les produits sont peints avec de la peinture immuable (epoxy) en poudre

* Pour la brouette:

* Non assemblée

* Capacité de 80 litres

* Métal d'une épaisseur de 0.80 mm – 1,00 mm – 1,20 mm

* Pneu sans chambre à air, pneu et roue à pneu solide

* En bleu, vert, rouge, jaune et galvanisé



KANAT WHEELBARROW PRODUCTION INDUSTRIAL & TRADE LTD. CO.

Factory: E 90 Karayolu üzeri Adana istikameti 7. km 68100 Aksaray / TURKEY Tel.: +90.382.215 24 79 - 215 16 05 Fax: +90.382.215 74 77

Branch: Cemil Bilsel Caddesi Şahin İşhanı No:20 / 511 (Mercan Yokuşu) Tel.: +90.212.526 04 68 Eminönü / İstanbul / TURKEY

www.kanat.com kanat@kanat.com

TURKISH AID ORGANIZATIONS LEND A HELPING HAND TO AFRICAN NATIONS IN NEED

BETÜL AKKAYA İSTANBUL

Several Turkish assistance organizations have become a bridge of fraternity and solidarity between Turkish charitable donors and the needy in African countries.

Kimse Yok Mu? (Is Anybody There?), Deniz Feneri (Lighthouse) and the Humanitarian Aid Foundation (İHH) -- three major Turkish humanitarian aid foundations that organize aid campaigns for those who live in areas where there is misery, poverty and inadequate or completely lacking education and health services -- have lent a helping hand to millions of people in dozens of African countries for the last few years in such areas as nutrition, clothing, education and health.

The Kimse Yok Mu? aid foundation, famous for its charitable activities and campaigns not only in Turkey but all across the world, kicked off its aid campaigns in Africa in 2006. It has so far reached a chain of African countries including Ethiopia, Kenya, Niger, Uganda, Cameroon, Senegal, Guinea, Burkina Faso, Chad, Togo, Ghana, Madagascar, Benin, Mauritania and Sudan.

One of the most impressive campaigns undertaken in Africa by the association was, undoubtedly, the delivery of meat to the poor during last year's Eid al-Adha, or Feast of the Sacrifice.

The association assisted thousands of Turkish charitable donors in reaching out to poverty-stricken Africans during last December's Eid. Prompting hundreds of businessmen all across Turkey to contribute, Kimse Yok Mu? delivered the sacrificial meat of scores of animals to thousands of Africans.

The foundation has also provided millions of people living on the continent with food, safe drinking water and medicine, while helping the governments of various African countries to construct schools, hospitals and clinics.

Kimse Yok Mu? defines itself as a charity organization that does not discriminate against people in terms of race, religion, nationality or language. It has



Cataract operations are, undoubtedly, one of the most important projects undertaken by the Humanitarian Aid Foundation.

also undertaken the task of contributing to world peace with diverse projects and campaigns and believes heavy responsibility falls on its shoulders to strengthen the ties of solidarity and fraternity among people all around the world.

Deniz Feneri International Relations Manager Mustafa Tutkun said in a phone interview with Today's Business that his foundation has focused its aid campaigns in Africa on such countries as Niger, Mozambique, Madagascar, Zimbabwe, Mali, Congo, Ethiopia and Sudan.

"The assistance provided in Niger amounts to \$4

million. Our aid campaigns include construction of wells, establishment of hospitals and rehabilitation centers, conducting health check-ups, distribution of cattle to locals, education on modern agricultural techniques and providing irrigation systems," he noted.

Tutkun stressed that constructing of wells in Africa is of vital importance for locals as they have difficulty in finding water for drinking and irrigation purposes.

"Throughout the years, there have been many conflicts between various clans in the region due to water scarcity. We hope the wells dug by our foundation will pave the path for peace in Africa. We use a

method different than other aid organizations in our aid campaigns for Africa. This continent has always attracted foreign assistance. Thus, people have a tendency to depend on the help coming from foreigners. They don't know how to use their own resources, which results in the loss of self-confidence," he said.

Emphasizing that his foundation tries to encourage people to use their own potential, Tutkun maintained that their efforts are highly appreciated by Africans. "People residing in the region show great interest in our foundation and campaigns. They say they are more hopeful about their future,

which pleases us more than anything," he added. İHH's representative for Africa Murat Uyar said his foundation is active in 43 African countries with diverse aid projects.

"We can categorize our foundation's projects in four groups: projects on education, health and culture and social projects. As part of these projects, we found schools, laboratories, hospitals and medical centers, distribute food packages and medicine to the needy, provide schools and hospitals with required equipment, organize seminars, conferences and meetings on a series of topics and conduct health check-ups and operations," he noted.

Uyar, underlining that his foundation started assistance campaigns in Africa eight years ago, said his foundation lent a helping hand to millions of Africans in 2007.

"Cataract operations are, undoubtedly, one of the most important projects undertaken by our foundation. We started financing cataract operations in Africa in April 2007. We have operated on more than 5,000 African patients with cataracts since last September and examined more than 20,000 people with vision problems. Our operations are currently ongoing in 10 countries in Africa. We conduct an average of 20 to 30 cataract operations each day," he remarked.

Many people in Africa develop cataracts at a very young age due to extreme temperatures and insufficient nutrition. It is estimated that there are 5 million people in Africa that have developed cataracts.

"The word Africa is associated with famine, drought and lots of problems. Indeed drought can be a more important problem than famine. If you do not have clean water, you cannot have a healthy and prosperous life. Thus, we attach great importance to constructing wells for African people. We wish to bring hope to their lives. We wish to contribute to the social unity of African countries. I believe that Africa will be a better place thanks to the efforts of all aid organizations. Our projects and campaigns to this end will continue until we attain our objective," added Uyar.



Your solution partner in Turkey!

Your experienced and expert procuring company in furniture accessories!

Your gateway from Turkey to the World by high quality product searching, procurement, application and loading process!

Connect to all around the World with Akbaş Trade Company!



Our investment in Africa:

- Malawi : Art-Line Furniture Industry Ltd.
- Nigeria : Sanat Furniture Industry Ltd.
- Kenya : Collection Furniture Industry Ltd.
- Uganda : MoonStar Furniture Industry Ltd.

In these factories we are producing all kinds of Furniture (Office, Home, Kitchen, Schools, Hospitals and Hotels) properly for 3 years!



Organized business key to boosting trade volume

The economies of South Africa and Turkey are nearly the same size, and both encounter the same opportunities and challenges. Furthermore, the two countries are the biggest trade centers of their respective regions. However, the trade volume between the two countries is not at the desired levels, with a bilateral trade volume of just \$2 billion in 2007.

Tebogo Seokolo, ambassador of the Republic of South Africa to Turkey, notes that bilateral trade levels, although a "good beginning," are certainly "not enough, given the potential that lies in our economies." Ambassador Seokolo believes that the obstacles to reaching full potential can be overcome by strengthening business-to-business contacts between his country and Turkey.

In an interview with Today's Business last week in Ankara, Seokolo noted that organized business is crucial for the enhancement of commercial and trade activities between the two countries. To this end, he mentioned ongoing discussions with Turkey's Foreign Economic Relations Board (DEIK) to revitalize the Turkey-South Africa Business Council. The ambassador also praised the Turkish Confederation of Businessmen and Industrialists (TUSKON) for its trade bridge summits, since "they are definitely contributing to a better understanding of business opportunities in both countries."

Are South African businessmen interested in foreign direct investment in Turkey?

This is one area I believe we should pay special attention to. There is a South African company that is present in the financial sector. We have also been receiving inquiries from other companies about opportunities in Turkey.

What are the main items of mutual trade between Turkey and South Africa?

In 2007 the top five products South Africa exported to Turkey consisted mainly of raw materials and semi-manufactured products, including gold, bituminous hard coal, catalytic converters, motor vehicles and automotive spare parts.

The top five products imported from Turkey in 2007 included, among others, automotive components, tractors, sanitary products and home appliances.

Are there possible areas of economic cooperation that have not yet been explored and activated?

In April of this year the first Joint Economic Commission (JEC) meeting between Turkey and South Africa took place in Pretoria under the chairpersonship of Turkish Minister of Energy and Natural Resources Hilmi Güler and South African Minister of Trade and Industry Mandisi Mphahla. Both delegations agreed that there is a need to further expand the existing commercial and economic relations between the two countries.

The textile, mining and beneficiation, construction, automotive and energy sectors were identified as priority areas for targeted intervention. We will, however, not limit ourselves to these sectors and will continue to work towards including many potential sectors in our relationship with Turkey.

South Africa is also on a big drive to develop its mineral beneficiation capacity, especially jewelry manufacturing, for which Turkey has advanced skills and technology. This opens up a number of opportunities for partnerships between South African and Turkish companies as well as partnerships between South African and Turkish parastatals.

The OR Tambo Industrial Development Zone in

Gauteng is one example where the provincial government will be establishing a jewelry manufacturing precinct next to an international airport. The idea is to attract companies involved in jewelry manufacturing primarily for the export market as anchors for the industrial development zone. We believe there could be a number of lessons that the provincial government can learn from Turkish companies involved in this industry, and there is also scope for possible partnerships.

South Africa is one of the major players in the African market. Do we see any Turkish-South African joint ventures investing in other African countries? Do we see a future for this kind of cooperation?

It was noted during the meeting of the JEC that both Turkey and South Africa have developed very strong and competitive construction companies. Our companies are dominant in some markets in the world. It was agreed that we need to pull these strengths together and encourage joint ventures between our companies in order to increase our global market share.

This is the third Turkey-Africa foreign trade bridge organized by TUSKON. Can you elaborate on the influence of the last two bridges on mutual economic relations?

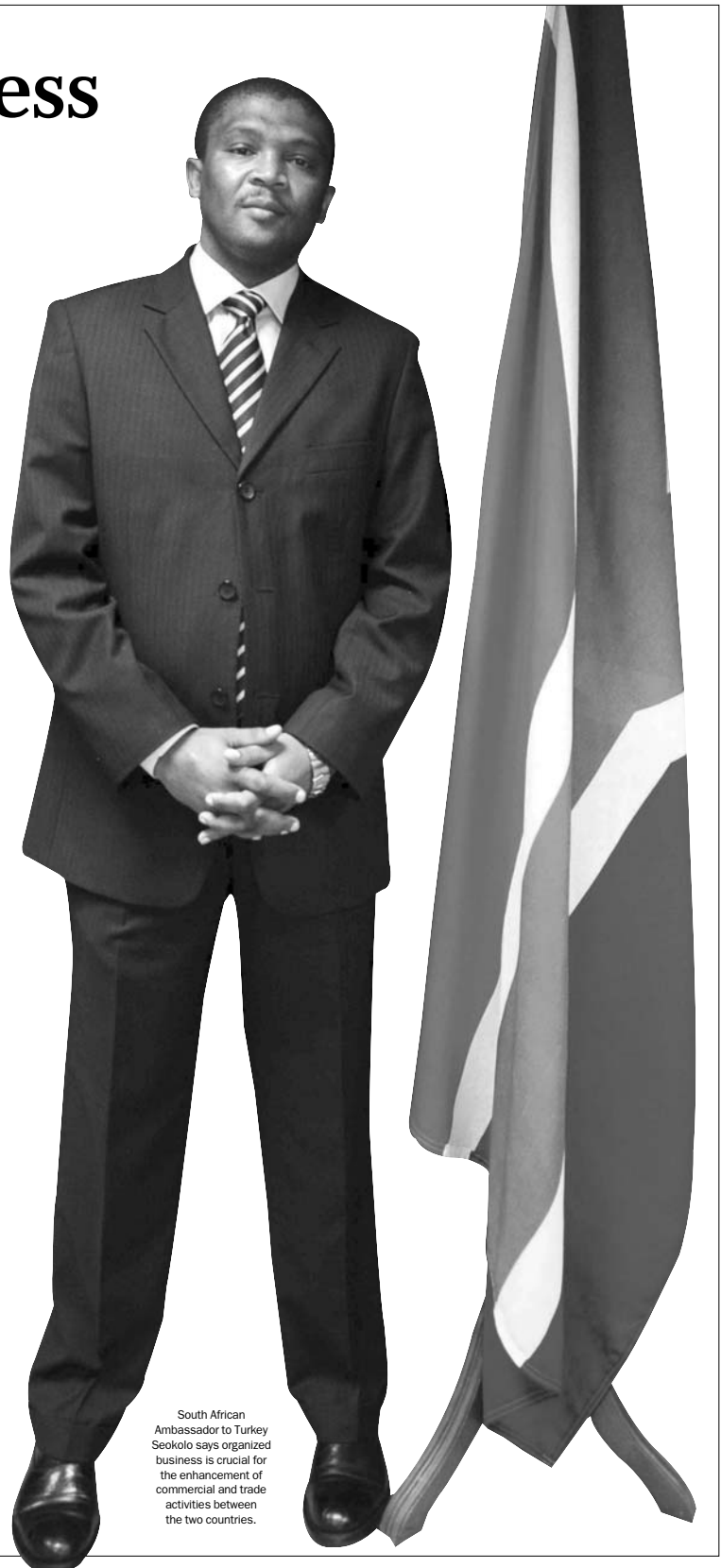
The previous two TUSKON conferences have no doubt contributed to a better understanding of business opportunities in both countries. Business delegations from South Africa attended the previous conferences and there were even follow-up visits to further investigate possibilities discussed during TUSKON. This time, Trade and Industry Minister Mphahla will attend the third Turkey-Africa foreign trade bridge.

What are the advantages and attractions of the South African market for Turkish businessmen?

The South African economy has been completely overhauled since the dawn of democracy in 1994, boosting international competitiveness built on a solid macroeconomic foundation. We have a globally competitive financial system that is robust and well-regulated, offering commercial, retail and merchant banking. South Africa has a world-class infrastructure, a modern transport network and sophisticated telecommunications. We remain one of the lowest-cost places in the world to do business and industrial production is growing faster than in most developing countries.

Furthermore, the South African government continues to strengthen efforts aimed at making it easier and cost effective to do business in our country. This includes the provision of incentives in certain strategic sectors (i.e., a Motor Industry Development Program and industrial development zones), improving our freight and logistics capacity, providing one-stop business advice services for foreign companies wanting to locate their businesses in South Africa and expanding access to broadband connectivity.

The country offers easy access to the vast African market. The Southern African Development Community (SADC), of which South Africa is a member, has a population of around 186 million people. South Africa shares borders with Namibia, Botswana, Zimbabwe, Mozambique, Swaziland and Lesotho, and its well-developed road and rail links provide a platform and infrastructure for ground transport deep into sub-Saharan Africa. **Ankara Today's Business**



South African Ambassador to Turkey Seokolo says organized business is crucial for the enhancement of commercial and trade activities between the two countries.

PHOTO: MEHMET KAMAN

Trading with Africa for long-lasting brotherhood

CONTINUED FROM PAGE 1

As we consider Turkey and our African friends, we can easily argue that there is a good amount of room for profitable trade between our countries, as Turkey and most African nations have economic structures that complement, not substitute, one another. In fact, in comparative analysis, Turkey has advantages in most of the manufacturing goods and some technology related sectors, whereas most of the African countries have very rich natural resources, some semi-finished as well as fully finished manufacturing

products that Turkey needs.

Let me briefly introduce you the structure of Turkey's foreign trade, so that our African guests can easily grasp in which sector they should export to and import from Turkey.

More than 90 percent of Turkey's export items come from the manufacturing industry. In a similar way, an overwhelming majority of Turkey's imports are of intermediate goods and raw materials.

Due to global trends in rising commodity (i.e., energy, food) prices, Turkey's foreign trade and current account deficit is in a long-term increase.

The trade deficit is the largest in the manufacturing industry. However, the rate of increase in overall manufacturing industry exports and imports between 2005 and 2007 is in balance and the export coverage import is 73.9 percent, significantly above average. Another sector with a huge trade deficit is machinery. However the rise of the export rate in this sector significantly surpasses that of imports for the last three years. The same trend is valid for machinery.

On the other hand, some sectors depend heavily on oil, for which Turkey is absolutely im-

port dependent. These sectors are mining and quarrying; coke, petroleum products and nuclear fuel; and chemicals and chemical products. Therefore it is unlikely that in those sectors Turkey will recover from the trade deficit in the foreseeable future.

To sum it up, considering the ongoing investment trends in the manufacturing industry, with an increasing contribution of foreigners in the form of Greenfield investment, it can be estimated that the rate of increase in trade and therefore the current account deficit will improve in the coming few years.

Under these given conditions, if both sides can start a new trade momentum, this process would trigger much deeper and wider strategic partnerships, such as trade and production partnerships in global markets, even some mergers and acquisitions, Greenfield investments, etc.

The share of the trade volume with Africa in all of Turkey's exports and imports is negligible, at only 0.5 percent. Having considered the potential though, as explained above, it is obvious that we are missing a big opportunity for the wealth and interest of our respective homelands.

ETHIOPIA'S ECONOMIC RELATIONS WITH TURKEY

DR. MULATU TESHOME WIRTU*

Ethiopia is an ancient African country proud of an independent statehood throughout its history and, as a peculiar feature, has never been conquered or ruled by a colonial power. It is worth noting that Ethiopia had some normal state-to-state contacts with the Ottomans from the 16th century; this contact contributed to the people-to-people interaction and became instrumental in the promotion of cultural exchanges between the two countries.

Ethiopia became the first country in Africa to have diplomatic relations with Turkey, and a Turkish consulate was opened in Ethiopia in 1912. The Turkish Cooperation and Development Agency (TİKA) also opened its first Program Coordination Office for Africa in Addis Ababa in 2005. Accordingly, we can say that Ethiopia is one of the leading economic and commercial partners of Turkey in sub-Saharan Africa.

The bilateral economic and commercial relations between Turkey and Ethiopia have been steadily growing since the year 2000, and there is the potential to deepen and diversify these relations with accelerating such mechanisms as the Turkish-Ethiopian Joint Economic Commission and the Ethiopian-Turkish Business Council. Prior to the year 2000, the trade between the two countries was negligible, at less than \$10 million per year, and the annual trade volume between the two countries stood at \$76 million between 2001 and 2005. It is gratifying to note that the trade volume increased to over \$200 million in 2007, and we are working to reach \$500 million by the year 2010, which still is much lower than the actual potential Ethiopia and Turkey have to trade with each other.

There is a flow of investment from Turkey to Ethiopia and a considerable increase can be seen in the number of Turkish companies operating in Ethiopia, mainly in the textile, garment, food processing, agriculture and durable goods sectors. In terms of trade, Ethiopia's exports to Turkey include oil seed and fruit, pulses, unfinished leather, textile fiber and cotton, and other agricultural products, while Ethiopia imports from Turkey iron and steel, industrial machinery, electrical goods, textile products, vegetable oil and processed oil. The trade balance between the two countries is heavily tilted in favor of Turkey.

There are many Ethiopian businessmen who are interested in becoming joint venture partners with Turkish counterparts, and obviously, for the time being, Ethiopia is preferred as the investment destination. In connection with this, and as a starting point, the Ethiopian Construction Contractors Association and the Turkish Contractors Association (TMB) have signed a memorandum of understanding to promote this spirit of partnership. There are some areas of common interest in which the business community from both countries can benefit if they share their capital, technological know-how, raw materials, natural resources, labor and other inputs of the industry according to the comparative advantages they have in their respective countries.

The Turkish Confederation of Businessmen and Industrialists (TUSKON) is playing a very pivotal role in the promotion of economic interaction between Turkey and Africa. Even though we did not take part in the first event, Ethiopia was represented by a high-level delegation, led by the minister of trade and industry, during the second Turkey-Africa foreign trade bridge organized by TUSKON, and there were several influential private businessmen who joined the Ethiopian delegation. For the third Turkey-Africa foreign trade bridge, which is again organized by TUSKON, Ethiopia is going to be represented by a high-level

delegation led by the minister of works and urban development, and an impressive number of representatives of the private sector are expected to attend.

The advantages and attractions of the Ethiopian market for Turkish business predominantly relate to the potential for investment in the agricultural sector; a population of 80 million; land area of 1.14 million square kilometers, of which 45 percent is arable land and 73.6 million hectares suitable for agriculture; 18 major agro-ecological zones and 62 sub-zones; a climate suitable for growing over 146 types of crops; fertile soil and abundant rivers for irrigation; and rich natural resources. In this sector, investment in food crops, beverage crops including coffee and tea, and investment in horticulture, including fruits and vegetables, is on the rise. Ethiopia is becoming one of the leading floriculture and cut flowers investment destinations in Africa and hence, the flower industry is becoming the fastest-growing industry. In large-scale commercial farming 350,000 hectares of land is available for cotton plantation, whereas sugar cane plantation and sugar processing investments are very much encouraged. In apiculture farming and bee keeping, Ethiopia is the leading honey and beeswax producer in Africa. Energy-based agriculture investment is both timely and lucrative, ideally suited to farsighted investors. In this regard, jatropha and rubber tree plantations are encouraged, because both are a feedstock for bio-diesel. Ethiopia has a perfect environment for large-scale plantations to produce palm oil, castor oil, and feed stock for ethanol from sugar cane, sugar beet, potatoes and corn.

Ethiopia also provides an excellent opportunity for investors who are interested in manufacturing sectors. The government gives priorities and lots of incentives for investments in the following sectors: textile, garments, tannery and leather products, food processing, drugs and pharmaceutical products, chemical and chemical products, paper and paper products, building materials, and cement production.

Ethiopia has a stable political and social climate, stable macroeconomic climate with an impressive GDP growth of over 11.5 percent for the last five consecutive years. With its excellent climate and fertile soil and inexpensive, abundant and trainable labor force, low level of corruption and crime, ample opportunities in its privatization program, labor law of international standards, attractive incentive packages and its strategic location at a crossroads between Africa, the Middle East, Asia and Europe, Ethiopia is a preferred destination for Turkish investors. Ethiopia, member of the Common Market for Eastern and Southern Africa (COMESA) -- with a population of 400 million -- as well as its market access to the African Growth and Opportunity Act (AGOA) and the EU trade initiative Everything but Arms (EBA), in addition its domestic broad market makes it an attractive investment destination for foreign investors and Turkish investors in particular.

Turkey and Ethiopia enjoy a centuries-old relationship, and the friendship between the two countries and peoples is the basis for the confidence of the business community in further interaction in economic, trade, investment, tourism, cultural, educational and other spheres. Through trade and investment, the future economic relations between Turkey and Africa in general, and between Turkey and Ethiopia in particular, and can be further strengthened. For the realization of strong economic bridges to be built between Africa and Turkey, the role played by TUSKON has to be commended, and it is hoped that TUSKON will continue with this annual event to promote the fraternity of our peoples, supported by economic bonds.

*Ambassador of the Federal Democratic Republic of Ethiopia



Dr. Mulatu Teshome Wirtu

Egypt offers Turkey's businessmen a gateway to Africa

ALAA AL HADIDY*

There is no doubt that the third Turkey-Africa foreign trade bridge organized by Turkish Confederation of Businessmen and Industrialists (TUSKON) in Istanbul from May 12 to May 17 is an important event for Egypt, Turkey and Africa.

This annual event, now in its third year, reflects the growing commercial and economic interest of Turkish businessmen in the African market, which also comes as part of the growing relations in general between Africa and Turkey as witnessed by the decision of the Turkish Foreign Ministry to open 10 new embassies in Africa this year, as well as hosting the

first Turkish-African summit next August in Istanbul.

In this context, it is important to notice how Egypt looms in Turkish-African relations, particularly that Egyptian-Turkish relations go much deeper and are far wider in scope than merely part of Turkish-African policy. As is well known, the historical relations between the two countries go very deep, far beyond the Ottoman era, specifically to the Hittite era, when the first diplomatic relations between two early world civilizations was established by the treaty of Kadesh.

Meanwhile cultural and economic relations have been given tremendous momentum by the excellent political relations between the two leader-

ships of our countries; this was in turn further strengthened by the ratification of the free trade agreement between Egypt and Turkey in March 2007, with the immediate result of an almost doubling of trade volume between the two countries, reaching \$1.6 billion by the end of last year, and is expected to top \$2 billion by the beginning of next year.

Furthermore, with its friendly business environment, Egypt has attracted a number of Egyptian-Turkish joint ventures, most notably in the Special Turkish Industrial Zone outside of Cairo, besides numerous other sites that Turkish businessmen with their Egyptian counterparts have taken advantage of.

These advantages vary from tax incentives to

lower production costs due to the cheap labor and energy prices offered by Egypt. Yet the most important advantage is the availability of several international markets that investors in Egypt are able to reach and export to.

The most important region of these markets is the African continent with its vast potential and resources. Egypt currently has a free trade agreement with 19 African countries under the context of what is known as the Common Market for Eastern and Southern Africa (COMESA), which promotes regional economic integration through trade and investment.

These 19 countries have a total population of 389 million with a total GDP of \$275 billion, and an an-

nual import bill of around \$32 billion, thus forming a major market for both internal and external trading.

Thus, as can be seen, COMESA offers a wider market for Turkish businessmen through Egypt, with greater industrial productivity and competitiveness, and more harmonized monitoring, banking and financial policies to the international business community.

Egypt, through its membership in COMESA, offers great opportunities to Turkish businessmen who are interested in expanding their opportunities in the African market, with all the incentives and advantages which come by doing business with a friendly and pro-Turkish people like Egyptian society.

*Ambassador of Egypt

iconn®

stand with style



Our products are designed to maximize your living comfort with the philosophy of simple concept & functional usage.

Nos produits sont conçus pour maximiser votre confort de vie à la philosophie du concept simple et fonctionnel d'utilisation

www.stand-art.com

Standart Ahşap ve Metal Ürünleri San. ve Tic. A.Ş.

Beymersan Mermerciler Sanayi Sitesi 2. Cadde No.: 3

Yakuplu - B.Çekmece - İSTANBUL

Phone : +90 212 879 09 19 Fax : +90 212 879 09 25

Stand no : 14

TUSKON helps small shoemaker become large exporter to Africa

ADEM YILMAZ GAZİANTEP

A small shoemaker in Gaziantep has enhanced his business and expanded his sphere of trade thanks to the business connections he made at a meeting on commercial bridges between Africa and Turkey held last year by the Turkish Confederation of Businessmen and Industrialists (TUSKON).

Setas Ayakkabi owner Mehmet Taşdemir, who entered the shoemaking business eight years ago, first concluded a deal at the African Foreign Trade Bridge meeting with a Liberian company. Taşdemir

noted that owing to this country's membership in the Economic Community of West African States (ECOWAS), they were able to sell the same items to eight other member countries without being required to pay any additional taxes or customs duties. The export of the small business soon included Ghana, Burkina Faso, Sierra Leone, Niger, Ivory Coast and Senegal as well. Setas Ayakkabi, which also exports to a renowned shoemaker in Germany, is also currently conducting negotiations with companies in France.

Taşdemir first branched out into the world market via the Abadi trade name. Taşdemir, who relied

on the expertise of professionals on this matter, underlines the importance of developing a new and influential trade name to survive in a globalized world. Taşdemir also works with two renowned designers from Syria and Italy in order to improve Abadi and help become a globally known shoe brand.

Noting that Setas Ayakkabi dates back to 2000, Taşdemir further says that at the beginning they introduced the Setas brand name in 2006. Noting that they still produce polyurethane slippers and shoes, Taşdemir further stressed that starting this year, they will also make high-quality items with

more added value. Recalling that they market these products under the Abadi trade name, Taşdemir further said: "Our goal is to make Abadi a globally known brand. We are currently marketing high-quality products under this brand. For instance the shoe made of polyurethane and with an injection machine system is a totally different item from an ordinary slipper. We know we have to make Abadi a renowned brand because effective competition in the current global world is only possible with reliance on a strong and influential brand."

Taşdemir further said: "The world is globalized; people have had the opportunities and influ-

ence to affect their local economies. Now it is even possible to create an impact on overseas markets. In this new era the small companies with little capital will be eliminated by the giants. For this reason, you have to either develop a new brand or merge with small companies to create a big company to ensure your survival in the world of commerce. We are integrating with the world relying on our brand. There is something different with being a brand. We have received professional support from experts in their fields, and we are working with renowned designers from Syria and Italy, who are preparing us for the new season."



The wild side of Pierre Cardin...

pierre cardin
HALI

Villa Klasek - Nice, Fransa 2008

CONCEPT STORES ANKARA 41. CADDE NO: 5/30 ÇUKURAMBAR (0312) 286 24 44 BURSA YENİ YALOVA YOLU NO: 408 OSMANGAZI (0224) 211 10 65 GAZİANTEP BAITKENT MAH. KURŞAT TÜZMEN BULV. ÖZEN APT. ALTI SEHİTKAMİL (0342) 321 25 26 İSTANBUL BAĞDAT CAD. NO: 113/A-B FENERYOLU (0216) 347 79 90 SAMSUN SAMSUN-ORDU KARAYOLU KIRAZLIK MAH. ATATÜRK BULV. NO: 66 (0362) 266 59 31 KAYSERİ MUSTAFA SİNSEK BULV. NO: 113/C (0352) 224 99 99 KIRGIRI OSMANPAŞA CAD. NO: 43 LEFKOŞA (0392) 229 03 20 SHOWROOM STORES ADANA KARASOĞUK MAH. ABİDİN PAŞA CAD. NO: 10 (0322) 351 50 76 AYOĞUN KURTULUŞ CAD. NO: 141 (0272) 212 22 66 ANKARA İRFAN BASTUĞ CAD. 203/8 HASKÖY (0312) 338 27 40 - BİRLİK MAH. 8. CAD. NO: 21/A ÇANKAYA (0312) 495 68 70 ANTALYA FENER MAH. ÖZGÜRLÜK BULV. 1912 SOK. ERTUĞRUL SİTESİ A/1 BLOK (0242) 324 62 42 BOLU İHSANİYE MAH. ERTUĞRUL SOK. ÖRNEKBAŞI İŞ MERKEZİ NO: 21 (0374) 215 61 57 BURSA BURSA CAD. NO: 20 M. KEMAL PAŞA (0224) 614 08 58 - ÇUMA MAH. BEDEŞTEN SOK. NO: 5 İNEĞÖL (0224) 715 14 15 CUMHUR GÜLABİ BEY MAH. 1. VELİ PAŞA SOK. NO: 15/B (0364) 225 29 28 DENİZLİ AKKONAK MAH. DEVRİM CAD. NO: 18 ZEMİN KAT (0258) 265 96 85 - ÇAMLIK MAH. CAMLIK CAD. 2595 SK. GÜRCAN APT. NO: 1 (0258) 213 23 24 ESKİŞEHİR ASARCILIK CAD. NO: 122 (0222) 220 30 10 GAZİANTEP GAZI MAH. ÖMER ASIM AKSOY CAD. NİSA APT. ALTI SEHİTKAMİL (0342) 339 99 46 - KARATAŞ MAH. 400 NO'LU CAD. NO: 8 OSKA İŞ MERKEZİ NO: 13-14 ŞAHİNBEY (0342) 371 50 40 - BİNEVLER MAH. ÜNİVERSİTE BULV. NO: 172 ŞAHİNBEY (0342) 336 10 20 İZMİR YEŞİLLİK CAD. NO: 241 KARABAĞLAR (0232) 254 46 66 - NİPA ALIŞVERİŞ MERKEZİ BORNova (0232) 373 73 10 KOCAELİ KARABAŞ MAH. ANKA CAMII CAD. NO: 88 İZMİT (0262) 325 48 87 MALATYA MİLLİ EĞERMEK CAD. NO: 26 (0422) 325 81 85 MEVŞEHİR ATATÜRK CAD. NO: 38 (0384) 213 19 39 ORDU YENİ MAH. İSMET PAŞA CAD. NO: 71/A (0452) 225 33 63 RİZE EKREM ORHAN MAH. CUMHURİYET CAD. NO: 159 (0464) 217 11 40 SAKARYA SEDAT KIRTAPEPE CAD. ŞEKER MAH. RÜŞEN SOK. NO: 22 051 YAĞI ADAPAZARI (0264) 272 52 56 SAMSUN YENİ TERMINAL KARŞI AFRA ALIŞVERİŞ MERKEZİ (0362) 465 59 80 - 19 MAYIS MAH. GAZI CAD. NO: 104 (0362) 431 63 08 - KALE MAH. BAĞDAT CAD. NO: 19 (0362) 435 03 06 YALOVA İSTANBUL CAD. NO: 15 (0226) 812 80 57 SHOPPING CENTERS İSTANBUL ARMDONİ PARK OUTLET CENTER TEYFİK BEY MAH. HALKALI CAD. NO: 132 88 15 NİĞNİÇERMECE (0212) 426 71 29

www.pierrecardin-hali.com

www.pierrecardin-carpet.com



Sora capitalizes on experience in cosmetics sector

Sora Cosmetics has rapidly become a well-known manufacturer and exporter of chemical consumer goods and cosmetics in Turkey since its establishment in 2000. Although the company is quite young, its founders have a wealth of experience as they were previously in the business of manufacturing aerosol filling machines 27 years ago. The company sees its experience in the aerosol-filling machines, valves and caps business as having given them the ability to adapt to market conditions in cosmetics. Indeed, it was the first company to produce these machines in Turkey.

Today Sora Cosmetics exports to more than 50 countries and has distributors in the US, Europe, Asia, Middle East and Africa. All together, the number of countries in which Sora currently operates is 125.

The manufacturing facilities in İstanbul -- covering a total closed area of 18,000 square meters -- are equipped with advanced production equipment, enabling efficient production at reasonable prices.

Among its well-known brands are Garden, Cool Air, Eci, Amore, Fashion, Bek, Gardeon, Birtox and Lady's Secret. Their brands already have registered trademarks in all the countries in which they are sold and the company is working to secure trademarks in all the countries where they plan to sell their products. In addition they are open to the possibility of private label contract manufacturing.

Sora Cosmetics produces air fresheners, furniture care sprays, hair sprays, aerosol insecticides, lighter gas, deodorants and perfumes, wet wipes, liquid soaps, shaving foams, cologne, shampoo and much more.

Sora Cosmetics is well-equipped with the latest technology for production. The company's products are not placed on the market unless they have passed several quality control processes successfully. There are quality control mechanisms for every stage of production and storage. Sora also follows customer satisfaction principles and uses a detailed information management system that provides the status of orders and shipments. İstanbul Today's Business

MODA®*life*

Turkey's Wedding Packager



Oğur Kinkale Factory

Vue d'ensemble

- Nous produisons des meubles modulaires et des meubles avec tissu (Accessoires tels que: chambres, salles a manger, tables a café...)
- Nos bâtiments de fabrication s'étendent sur 45,000 m2 et nous employons 517 personnes
- Nous répondons aux normes en vigueur en Turquie
- Nous bénéficions d'un sérieux département recherche et développement
- Nous commercialisons nos produits nous-mêmes
- Nous avons 70,000 clients en Turquie

Quoi de neuf ?

- Notre usine de 28,000 m2
- Nos propres appareils conçus pour nos produits modulaires
- Plus de 20 produits modulaires et plus de 10 meubles avec tissu

Pourquoi Moda Life?

- Nous commercialisons nos produits directement, sans intermédiaire
- Nous achetons nos matières premières au meilleur prix sans nuire a notre qualité. Nous produisons a bas coûts et vendons moins cher
- Tous nos produits sont porteurs de la garantie Moda Life et de la norme TSE (Turkish Standards Institute)

Comparez-nous avec les autres !

- Quand vous travaillez avec Moda life, vous achetez des produits de haute qualité, garantis et commercialisables sans difficulté dans voter pays d'origine
- Quand vous travaillez avec Moda life, vous achetez des meubles sans aucun intermédiaire
- Quand vous travaillez avec Moda life, vous travaillez avec une entreprise qui offre un service après-vente fiable a tout moment



Airport road 13.km Pursaklar / Ankara Turkey

Phone: +90.0312.527 1340(pbx)

Fax: +90.0312 527 1344

www.modalife.com.tr

modalife@modalife.com.tr



Süvari has what it takes to be a world-class player

Since its foundation Süvari's basic aim has been to become a "global brand" and today, with its investment in international and domestic market, the menswear company has come closer to achieving its goals.

Süvari has opened more than 100 points of sale and 32 stores across Turkey since 1997. It also owns eight stores abroad. With its 40 stores and expansion policy, Süvari has become one of the leading textile companies in Turkey's menswear sector.

With stores in Switzerland, Russia, Azerbaijan and Turkmenistan, Süvari also has sales points in Yemen, France and Georgia. While strategically Süvari aims to have opened 100 stores by 2010, it is open to strategic partnership and

SÜVARI

joint ventures. With a focus on international markets from 2008, the company seeks partners in Russia, Kazakhstan, Turkmenistan, China, the Middle East and Europe to establish new partnerships at the global level.

In all its establishments in and out of the country, Süvari's

main aim is to keep a mentality open to innovation and endless improvement. Expansion is the keyword for Süvari and it accordingly works to expand its potential and capacity to meet the ever-changing needs of customers. With an open-minded management, Süvari adopts all developments relating to our industry and moves forward with its dynamic structure. The company follows world fashion while remaining committed to quality and well-organized and developed retail management structure.

Süvari stores are connected via a strong network system through which it is possible to control and observe sales, customer needs and staff expectations. In the new technological era Süvari works with a great motivation to compete with other global brands and to meet the needs of its customers.

Product categories

Süvari products are basically produced in four different groups. From special nights to daywear preferences, Süvari produces select collections to meet man's every clothing need.

- Süvari VIP: produced with high-quality fabrics and product detailing.

- Süvari Classic: designed for daily business life, its specially selected fabrics make it smart, practical and robust.

- Süvari Active: a casual collection for weekends and active pursuits, it is smart, useful and comfortable.

- Süvari SSN: the concept and combination of materials is ideal for special nights like weddings, conferences, cocktails, etc. **Istanbul Today's Business**



Unique designs vitalizing baths, kitchens

MUBAN, one of Turkey's first dedicated producers of kitchen and bathroom furniture, has brought many novelties to the Turkish consumers since its started production in 1980, eventually becoming the Mubado Group's nucleus and pioneering brand.

The name MUBAN is a combination derived from the first syllables of the Turkish words "mutfak" and "banyo," which mean kitchen and bath, respectively. After consolidating its place in the domestic market with the MUBAN brand, parent company the Mubado Group set its sights further afield. It established a link with Italy in 1988 and realized the first-ever kitchen furniture imports to Turkey. Meanwhile the company was conducting product development and marketing activities and continued its service to Turkish consumers via its network of more than 20 dealers.

The Mubado Group, in possession of authorized country dealerships for several leading names in the sector, has also recently resumed production, investing its 27 years of experience gained from Turkish and Italian kitchen and bathroom furniture sector. Not forgetting its original brand, the Mubado Group has named its brand-new line of products MUBAN. Chairman Mehmet Zeki İyibaş described MUBAN's mission as "to be one-step ahead of the sector at all times and to ensure that its products are widely accepted throughout Turkey and the world."

Assuming that the kitchen is the heart of the home and the center of family life, MUBAN has designed kitchens utilizing the best materials available from every point of view, such as eco-friendly panels constructed with low environmental impact material (class E1). The aluminum-edged doors are held by hinges that are among the best available in the market, just like the guide rails for drawers and baskets. The wide range of doors and structures introduces perfectly coordinated durable finishes, with a wide choice of handles available.

The company pays special attention to space optimization in its cabinets. Baskets and drawers are made in large dimensions and are designed to make usage much easier via total extraction and soft closing. **Istanbul Today's Business**



DEMİTAŞ A.Ş

Adres: Tepecik Mevkii Konuralp Düzce/ TURKEY

Tel: 0090 380 541 22 01 - 0090 380 541 36 70 Fax: 0090 380 541 28 94

Web: www.demitas.com.tr E-mail: demitas@demitas.com.tr

'Increased trade volume with Africa is our number one goal'

Özğüven Kablo, in the cable and wire production business for more than 33 years in Denizli, seeks to expand via sales in Africa.

Speaking to Today's Business, Özğüven Kablo Chairman Osman Karakamçı said their number one goal was to reach out to markets in central and southern Africa. Another priority is expanding its market share in the Commonwealth of Independent States (CIS).

Özğüven specializes in the production of low-voltage cables and wires, including control cables, armored cables, fireproof cables and insulated cables. The company, which receives a high level of demand nationwide as well as interest from abroad,

is able to process 6,000 tons of copper annually. Sixty percent of production is exported to international markets, while the remaining 40 percent is sold domestically.

Noting that they pay particular attention and importance to product quality, Karakamçı added: "We would not be willing to hear our name associated with low quality. To this end, we are constantly working to ensure that we produce the best product and range; we remain focused on constant research and development activities to attain this goal. To this end, our company is taking the necessary steps to acquire state-of-the-art technology."

Özğüven Kablo carries out its pro-

duction activities in compliance with international parameters introduced by the Turkish Standards Institute (TSE), the International Electrotechnical Commission (IEC) and British Standards (BS). To this end, the company has successfully acquired international industrial standardization certificates, including ISO 9001, Pan-European Harmonized Specification (HAR), Russian Certificate of Conformity (GOST-R) and Saudi Arabian Standards Organization (SASO).

Stressing that they seek to increase their copper processing capacity to 7,200 tons in the near future, Karakamçı noted that they would like to grow their export turnover

from \$50 million to \$60 million by 2009. "That Özğüven Kablo keeps making investment despite the ongoing financial and economic troubles in the country shows how serious and decisive the company is in its business and eagerness to attain its goals," he added. "We are working to reserve funds for research and development activities with a view to goals for 20 to 30 years ahead."

While their biggest problem currently relates to intellectual property, Karakamçı said his largest concern is the safety risk posed by low-quality, fake products. He ended by underlining that Özğüven Kablo will continue to grow as a star of Anatolia and burn ever-brighter. **Istanbul** Today's Business



Irena group to illuminate Africa

Electrical equipment producer the Irena Group has set out to light up Africa with its 20 years of experience in the electrical and lighting sector.

The group has been growing with the cooperation and background of partners at home and abroad. Now the Irena Group is expanding production facilities by setting up a business association in China for a 50,000-square-meter manufacturing plant, not to mention its existing ISO 9000:9001-certified lighting element production facilities under the Raina trademark in İstanbul.

Irena provides various kinds of bulbs, decorative indoor and outdoor lighting fixtures, including light-emitting diode (LED) and solar technologies, low voltage circuit breakers and other sorts of automatic and compact types of devices.

Under its slogan "Life is Light, Light is VitoOne," the Irena Group manufactures environment-friendly products that help combat global warming and sells products under its well-known and registered trademarks Vito, VitoONE, VitoLIGHT, VitoDESK, VitoGARDEN, VitoLED and ONBURG in about 40 countries on four continents.

As a result of a strong technical background with research and development-based production lines and quality control units, high-tech lighting laboratories and priority of product conformity for CE directives, Irena has become a leader in its field. Sales rose 63 percent in 2007 over the preceding year, and Irena's product diversity increased by 40 percent in the same period, while its sales expanded to a 30 percent larger area.

For 2008 Irena aims maintain its high growth rate with at least a 50 percent rise in sales and further expansion of its marketing area. **Istanbul** Today's Business

Irena Group
Chairman
Naci Hanpolat



TODAY'S BUSINESS

May 13-15, 2008

Owner on Behalf of Feza Gazetecilik A.Ş.

ALİ AKBULUT

Chief Executive Officer

EKREM DUMANLI

Editor-in-Chief

BÜLENT KENES

Editors

IBRAHİM TÜRKMEN

FARUK CAN

Chief Marketing Officer

YAKUP SİMSEK

Deputy Chief Marketing Officer

BEYTULLAH DEMİR

Brand Marketing Director

AHMET DURUSOY

Advertisement Sector Managers

AHMET BOYACI

EMEL DAVARCI

HARUN TAZEGÖLLÜ

Responsible Manager and Representative of the Owner

ALİ ODABAŞI

Public Relations Contact Information: 0212 454 84 54

Address: Today's Business, 34194 Yenibosna, İSTANBUL, Phone:

+90 212 454 1444 Fax: 0212 454 14 97 Web Address: <http://www.todaysbusiness.com>

Printed at Feza Gazetecilik A.Ş. Tesisleri, Advertisement Phone: +90 212 454 82 47

Fax: +90 212 454 86 53 Today's Business abides by the rules of press ethics.



KAPI KOLLARI

"kalite ve istikrarda öncü"
"leading quality and consistence"

 EA 15 E SEMİH	 ÇEKMELEK	 DEMİR DOĞRAMA KULPLARI
 CAS 16 C CEREN	 İ 19 ST	 İ 22 B
 PRMKR 16 R ROZETLİ	 İ 19 A	 MOBİLYA KİLİDİ
 AYARLI RAFALTI	 İ 19 B	 KT KAPI TAMPONLARI
 AR 41 AR 32 M	 GÖMME MANDALLAR	 KAPI TOKMAKLARI
 AR 41 AR 32 M	 GM 01	 KTA KUMRU

Aydemir Yapı Malzemeleri San. ve Tic.Ltd.Şti.
 Davutpaşa Cd. Askeri Fırın Sk. Erciyes Sanayi Sitesi B Blok No : 12-13 Topkapı / İSTANBUL / TURKEY
 Tel : +90(212) 482 53 04 - 482 39 95-96 Fax : +90(212) 482 32 17
 E-mail: info@aydemir.com.tr - aydemir@aydemir.com.tr
 Web: www.aydemir.com.tr

Trade with Africa revives old trade routes

CONTINUED FROM PAGE 1

Diplomats have been making international agreements since time immemorial, but the first written peace treaty we know of, the Treaty of Kadesh, committed kingdoms in Anatolia and Africa to observe an agreed-on border for Syria and to treat each other's subjects and refugees according to protocol.

Cuneiform clay tablets from this treaty lie in the Istanbul Archeology Museum today, giving us a look at precisely how, at the same time that Achaeans laid siege to Troy, the Hittite kingdom of Anatolia made peace with the Egypt of Ramses the Great.

The Hittite peace treaty concerned land borders in the Middle East, but the sea always beckoned for traders. The greatest mariners of the ancient world, the Phoenicians, traded extensively with Africa, and those trade routes continued to be used in turn by the Greeks, Romans and Turks who succeeded them in dominating Mediterranean shipping.

All the kingdoms that flourished in West Africa during the past two or three millennia were societies built on trade, with centers like Timbuktu in modern-day Mali sending gold and other raw materials across the Sahara to various sea ports on the Atlantic and Mediterranean Seas. In fact the great Sahara desert covered much less area in the past, for in the time of Carthage's supremacy the hinterlands of Tunisia produced wheat in abundance.

One of the oddest exports to Turkey via Africa came by way of love, the great love of Mark Anthony for Cleopatra. The Queen of the Nile enjoyed a certain beach on a small island off the southern Turkish coast, said it would be perfect if only the stone shingle could be smooth sand. Thus the legend of Cleopatra's beach, which Mark Anthony made ideal for his true love by bringing over a boatload of perfectly round sand grains from a beach he knew on the Red Sea.



A copy of a ship that wrecked in 3400 B.C. with a load of 11 tons of copper and tin-glazed metals found off the Mediterranean coast shows the historical background of trade between Anatolia and Africa.

The cross-Suez and Indian Ocean trade routes have always been significant shapers of history. When the Ottomans conquered part of present-day Yemen, they thereby gained access to goods from the interior of Africa through the Arab dhows sailing from Zanzibar, Mombasa and other East African ports. Indeed, Ottoman control of ancient land routes spurred the

Portuguese and other European powers to encourage naval exploration to find alternative ways to the riches of the East... and South.

Even land-locked Russia got a hint of the riches of Africa. Czar Peter the Great opened the Baltic Sea to Russia, but could not sail the Black Sea, as an Ottoman emissary told the czar that the Black Sea was the sultan's "private lake."

Peter sent gifts to the shah of Persia, aiming to stem the power of the Ottomans in Central Asia, but he got an unexpected bonus when he received exotic African gifts in return.

Sea routes still determine trade possibilities, but air is also important today, and Antalya flower growers compete with Kenyan ones, both shipping tons of fresh flowers by air to major European cities.

Yet modern day trade concerns capital and know-how as well as material goods and services. Thus the third Turkey-Africa foreign trade bridge will find success in agreements to invest in production, not just in agreements to sell or buy. Thus does trade continue to shape our world, with the ancient federation of Malawi now boasting a Turkish furniture factory, and another planned for Niger.

TILIA®



Plastic Indoor & Outdoor Furniture
Meubles Plastique D'espaces Interieur et Exterieur

Plastic Waste Containers
Les Container de Poubelles en Plastique

Hope to meet you at TUSKON - IL TURKIYE - AFRICA Foreign Trade Bridge
ISTANBUL Fair Center • 14-15 May 2008 • Hall A • Stand No: 12
Espere que nous rencontrerons a l'exhibition de TUSKON - IL TURKIYE - AFRIQUE A l'Allee Affaires Fair
ISTANBUL, Point Centre • 14-15 Mai 2008 • Hall A • Stand No: 12

Savaş Plastik A.Ş.

Beysan Sanayi Sitesi Birlik Cad. No:18 34524 Haramidere - Istanbul Tel: +90 212 422 34 06 (PIX) Fax: +90 212 422 46 25
info@tilia.com.tr - www.tilia.com.tr

TUSKON forecasts summit will yield \$3 bln in deals

The 3rd Turkey-Africa foreign trade bridge summit, sponsored by the Turkish Confederation of Businessmen and Industrialists (TUSKON), will be held at the Istanbul World Trade Center on May 13-15.

In a written statement TUSKON notes that the summit expects the participation of 3,500 investors and businessmen and that \$3 billion worth business contacts will be made during the three-day gathering.

Representatives and businessmen from 45 African countries will attend, participating in 40,000 discussions. Nearly 100 ministers and high-level bureaucrats will also be at the summit, which will be covered by 70 foreign reporters. A total of 5,000 catalogues have been printed in English and French for the organization; 200 firms will be able to exhibit their products in an area of 10,000 square meters.

The statement stresses that the program will offer great opportunities for companies having difficulty in expanding their markets, further noting that 2,500 local businessmen will be able to meet with 950 foreign entrepreneurs.

TUSKON also recalls that 40 African countries participated in the previous two summits, where attendees secured \$2.5 billion of business contacts in 46,000 bilateral talks.

TUSKON Chairman Rızanur Meral, noting that they are holding the third edition of the trade bridge this year, says: "Before 2006, we started with the countries where we had no significant commercial relations. Our businessmen enhanced relations with these African countries, making significant business contacts. Some of the Turkish investors who expanded their businesses in some African countries further extended their business to others."

Noting that Africa should be considered a number one alternative market for Turkey, which currently makes more than 50 percent of its foreign trade with Europe, Meral stressed that Turkish exports to Somalia have increased by 570 percent in just one year; to Zambia by 3,080 percent; and to Chad by 4,500 percent. He added that TUSKON has made the greatest contribution in this achievement.

"We are now reaping the harvest of the efforts made in the Turkey-Africa foreign trade bridges. The bridges have contributed to the combating of the current account deficit, a prominent problem in the Turkish economy, while also helping the formation of new alternatives toward the expansion of African economies through reliable cooperation," Meral stated.

Noting that direct flights should be maintained between Turkey and most African countries, Meral said this will contribute to increasing the current rate of bilateral trade from \$15 billion to \$20 in a very short time. The meeting and stand areas have been doubled this year in an attempt to contribute to securing \$3 billion of business contacts at the meeting, Meral noted.

Stressing that he thinks bilateral trade between Turkey and African countries is starting to snowball, Meral underlined that the value of construction contracts assumed by Turkish companies in Africa is close to \$16 billion, adding that an additional \$10 billion is expected over the next three years. *Istanbul Today's Business*

Supporting institutions:

- Undersecretariat for Foreign Trade
- African Cultural, Social and Economic Cooperation Association (AKSIAD)
- Aegean Exporters Unions (EIB)
- Uludağ Exporters Union (UIB)
- Turkish Cooperation and Development Agency (TIKA)
- Turkish Exporters' Assembly (TİM)
- Istanbul Exporters Unions (IIB)
- Istanbul Minerals and Metals Exporters' Association (IMMIB)
- Istanbul Textile and Apparel Exporters' Association (ITKIB)

Representatives and businessmen from 45 African countries will attend the summit, participating in 40,000 discussions.



PHOTO © MUSTAFA KIRAZLI



PHOTO: M. BURAK BURKÜK

APPIAH SET TO RETURN TO ACTION NEXT SEASON, BUT WHERE?

Appiah has a contract with Fenerbahçe for the next season. He does not talk about this and does not want to respond to such questions. But his manager insistently asks him to break with Fenerbahçe as soon as possible because he has received many good offers from European clubs

To recap, Fenerbahçe froze the contract of Ghana international midfielder Appiah in January due to serious concerns over the midfielder's fitness, with the Turkish Soccer Federation (TFF) accepting the İstanbul club's application to do so. Fenerbahçe made the decision with the 27-year-old suffering from a blood clot in his knee which, club doctors said, will sideline him for the remainder of the season. Former Turkey national team doctor, Mehmet Kurdoglu, who diagnosed Appiah's condition for Fenerbahçe, said: "Treatment will begin immediately to dilute his blood. This will last six months and during this period he shouldn't risk any contact that could cause bleeding to any part of his body."

Thereafter Appiah literally went AWOL, but the Cihan news agency reported that the missing Ghanaian has been found. According to Cihan, Appiah was found through Ibrahim Sannie Daara of BBC Sports. Daara, a Ghanaian journalist and a close friend of Appiah who sees him every day, passed on our questions to Appiah and asked some of his own.

Where has Appiah been? How is his injury?

Appiah is practicing alone and he is now in Switzerland. He is training in the Lugano Mountains of Switzerland. This location is pretty suitable for him. He is almost fully recovered from his injury. He has already started ball-practices. He was in Italy before Switzerland. He frequently travels to Turin of Italy from Switzerland because he misses his family. His wife and kids are in Italy, where he also gets medical treatment. Appiah is getting better. He will start playing soccer again next season.

His departure from Turkey was not on amicable terms; what are his thoughts about Fenerbahçe?

When I asked him this question, Appiah first talked about the fans, saying: "Fenerbahçe is a dream club. They treated me so well during my stay in Turkey. They have fantastic fans." But Appiah does not hold positive thoughts about the club management and the doctors. I can tell you that the attitude of the management after his injury disappointed him. He also thinks the doctors played the greatest role in his disappointment with the club. He is of the opinion that the management changed its attitude towards him based on the reports by these doctors who failed to perform a successful operation.

Is Appiah still keen on playing for Fenerbahçe?

Appiah did not want to respond to this question. But I talked to his manager; he told me that they wanted to break up with Fenerbahçe because of their maltreatment. In situations like this, the opinion of the manager counts. Most probably Appiah will act in accordance with his manager's wishes. But I also think the approach of the Fenerbahçe club management will be determinative in Appiah's decision over whether he will join the team next season.

Appiah does not get along with the management; how about his relations with the technical staff? Does he have any problems with coach Zico?

Appiah says good things about the Brazilian coach. He never had a problem with Zico. He has enormous respect for him as a trainer and holds that he made great contributions to the team. He thinks that Zico played the greatest role in the striking success at the Champions League. Appiah makes frequent phone calls to the team members and tells me he established good friendships at the club.

Everybody is curious about one question - will Appiah play for Fenerbahçe next season or does he want to play for another team?

Appiah has a contract with Fenerbahçe for the next season. Appiah does not talk about this and does not want to respond to such questions. But his manager insistently asks him to break with Fenerbahçe as soon as possible because he has received many good offers from European clubs. You must have noticed how respected he was at the African Nations Cup and how bad the performance of his national team was without him. Despite the fact the team included some notable players like Essien and Muntari, he is still referred to as the best player of Ghana. I think it would be a surprise if such a good player did not get good offers from leading European clubs. İstanbul Today's Business



Stand no : 14

We produce high quality kitchen furniture.

Nous produisons la cuisine de haute qualité.

muban Since 1980

Muban Mutfak Banyo Mobilya San. ve Dış Tic. A.Ş.

Head Office : Yakuplu - B.Çekmece - İSTANBUL

Phone : +90 212 875 45 00 • Fax : +90 212 875 41 44

www.muban.com.tr • tuskon.africa@muban.com.tr

TODAY'S BUSINESS

MAY 13-15, 2008

THE MANY COLORS OF KÜTAHYA



PAT YALE KÜTAHYA

Like İznik, Kütahya is a town that is best known for its ceramics. Unlike İznik, however, Kütahya is mainly known for its pottery rather than its tiles. It's the type of pottery that turns up in tourist shops all over Turkey, but the merchants of Kütahya have been sensible in their planning, and so, alongside the routine tourist tat, they also produce fine quality porcelain of the sort that graces many Turkish homes. The upshot of all this is that Kütahya has the air of a town that is doing very well for itself, a general impression that is heightened by the fact that the usual high-rise development that so scars most Turkish towns is here kept well to the outskirts.

Even if you just flew into Turkey yesterday and knew nothing about the pottery connection, it would be hard to miss it once you get to Kütahya. In the first place the main roads into town are all lined with giant pottery showrooms that stand ready to show off their wares to passing tour groups. Then, as you pull into the bus station, you will notice not only that the entrance gate is encrusted with tiles but that the very name of the place has been given a ceramic-style twist, so that otogar becomes "cinigar," "cini" being the Turkish word for ceramics. It's the same in the town center where the main square is dominated by a fountain with an oversized vase in the middle of it, while the municipality building is encased in colorful tiles. Ditto the Gül Palas Hotel just across the way, and, behind it, the late 19th century old government building, now the Palace of Justice.

So far, so very handicrafty. But what if pottery really isn't your thing? Is it still worth adding Kütahya to your itinerary? The answer has to be very strongly in the affirmative, because this is a town with lots to see and do, and a surprising dearth of foreign tourists actually seeing and doing any of it.

Your best bet is to head straight for the Ulu Cami which lies at the heart of an area of lovely old Ottoman housing. The current Ulu Cami itself is not particularly old, although the original building dated back to 1410. However, it's extremely popular with local worshippers -- no matter when you pass it, you're bound to find plenty of men washing their feet in the fine ablutions fountain, which incorporates carved marble panels that look as if they've strayed from the old Roman town of Cotyaeum.

The Ulu Cami is sandwiched between the town's two main museums. The Tile Museum, a temple to all things ceramic, is housed inside what was once the İmaret Cami and still contains the delightful turquoise-tiled tomb of Yakup Bey (r. 1390-1409), a scion of the rough and ready Germiyan family who governed this part of Western Anatolia in the period after the collapse of the Seljuk Empire.

The Archeology Museum is housed inside the austere Vacidiye Medrese, a science school and observatory which was built for another of the Germiyans in 1314. The exhibits are of only passing interest, except for a wonderful reconstructed sarcophagus which was found at nearby Aizanoi (modern Cavdarhisar), and shows single-breasted Amazon warriors enthusiastically combating the Greeks.

What was briefly the home of the Hungarian revolutionary Lajos Kossuth (1802-94) stands a little way uphill from the Tile Museum. Dreaming of freeing his country from the Habsburg yoke, Kossuth staged an uprising in 1849. Unfortunately the Russians sided with the Austrians against him, and Kossuth was forced to flee to Kütahya where he stayed from 1850 to 1851. Even if you know nothing about Hungarian history and care even less, it's still worth popping into his house to get an idea of the style in which wealthy locals of the mid-19th century would have lived. The view over the garden and statue of Kossuth to the hills is especially appealing.

It's worth wandering back to the Ulu Cami along Cumburiyet Caddesi, which is lined with old Ottoman houses, some of them on the slippery path to extinction but a number still in fairly good shape.

Eventually you will probably stumble upon Germiyan Street, the first street of old Ottoman houses to have been given a proper makeover.

GESSAT
DIGITAL SATELLITE ANTENNAS / ANTENNES SATELLITES
LCD & PLASMA MOUNTING SYSTEMS / SUPPORT MURAL

*the way to
perfect
picture*

*la route
vers l' image
exceptionnelle*



GES 85MF

GES 120TX/RXG



GES 466T



www.gessat.com.tr